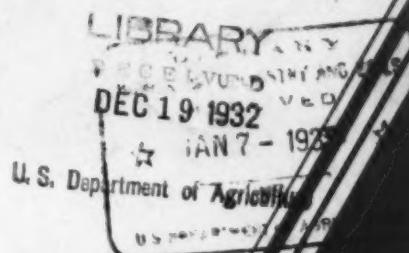


DECEMBER...

...1932

A CHRISTMAS WISH
TO OUR READERS

At the turn of the road,
Where the old year ends,
In our heart we meet
With the same old friends.
And the same old wish
Ever springs anew,
That the turn of the road
May bring joy to you.



The
**MANUFACTURING
CONFECTIONER**

We Thank You



THE holiday spirit visits all of us. It draws us together, as a family. The bonds of friendship and love are indeed strengthened at this time of the year. All creeds and classes feel the blessedness of the brotherhood of man.

May this Christmas be a particularly merry one for you and the coming new year prove to be one full of happiness and prosperity.

MERCKENS CHOCOLATE CO., Inc.
BUFFALO, N.Y.

NEW YORK—25 W. Broadway. BOSTON—131 State St. LOS ANGELES—412 W. Sixth St.
CHICAGO—Handler & Merckens, Inc., 180 W. Washington Street



The MANUFACTURING CONFECTIONER

Vol. XII

DECEMBER, 1932

No. 12

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Another step forward in
D & O PROGRESS

**TENFOLD CONCENTRATED
 LEMON and ORANGE OILS
 Californian and Italian**

These Tenfold Oils retain the sweet fruitiness of the original natural oils and remain sweet much better than the natural oils when exposed to the air or subjected to heat in manufacturing processes.



**OIL LIME DISTILLED and EXPRESSED
 Natural, Fivefold Concentrated and Terpeneless**

DODGE AND OLcott COMPANY
180 Varick Street New York City

"The integrity of the house is reflected in the quality of its products." Copyright 1930

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The Manufacturing Confectioner's Approved Advertising of
Confectioners' Machinery and Supplies

**and Miscellaneous Advertising Directed to
 Manufacturing Confectioners**

POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.

This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.

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ESSENTIAL OILS for CONFECTIONERS

OIL ANISE OIL LEMON

OIL ORANGE

OIL CASSIA

OIL PEPPERMINT

OIL LIMES DISTILLED

OIL LIMES EXPRESSED

Highest Quality

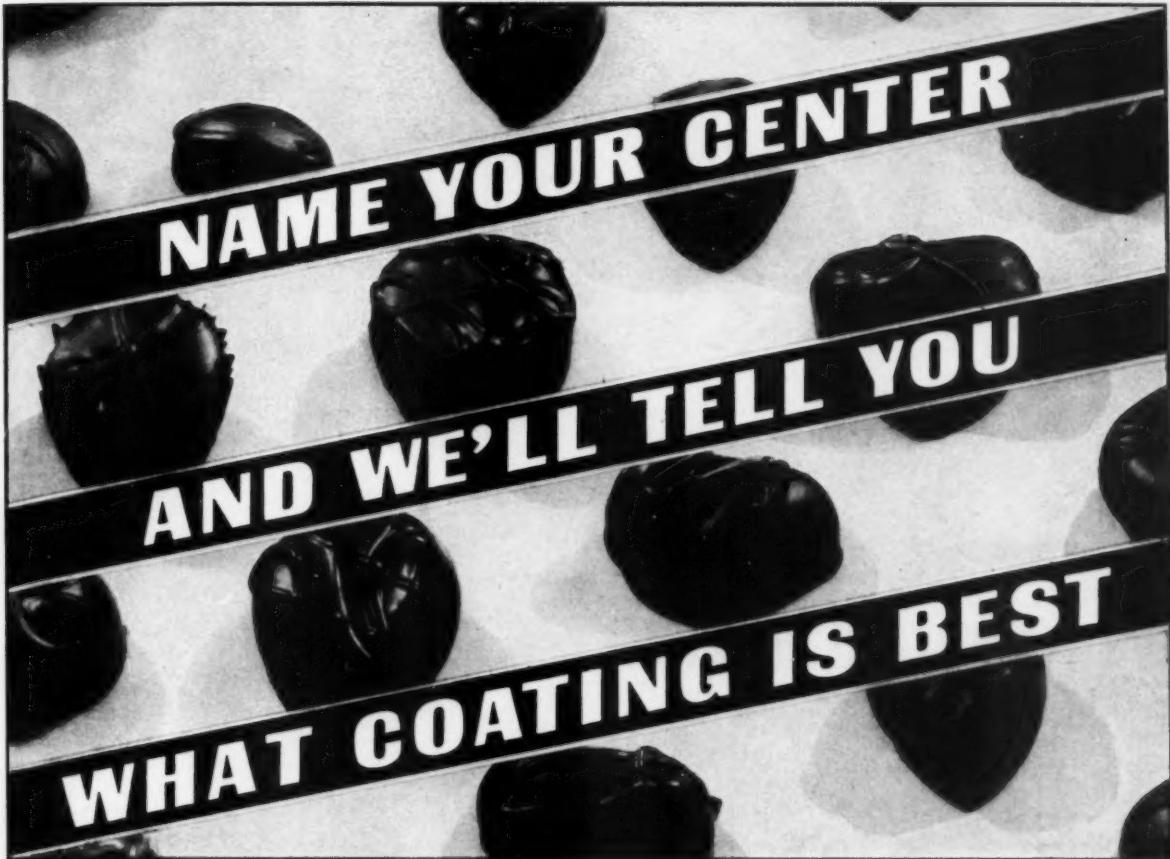
Reasonably Priced

Ask Us for Samples

UNGERER & CO.

13-15 West 20th Street

NEW YORK



ONE of the most important production problems is the selection of the best coating for a particular center. Because there is a coating best suited to every piece.

This is the sort of question Baker Technical Service* is most frequently asked. There are many things to be considered in determining the right answer—such as size, shape, and character of the center, desired flavor and color, stringing, coverage, whether for hand dipping or enrober work, and other factors.

In Vanilla coatings, Duxbury and Surabelle are two popular Walter Baker developments. Both have a mild flavor. Duxbury is medium color; Surabelle is somewhat darker. Both are exceptionally fine for hand dipping—producing good gloss, firm snap, and velvety texture.

There are many other Baker Vanilla Coatings—some recommended for hand dipping, others for enrober work. Specifications for these as well as other types of coatings, and liquors, are given in "The Confectioner's Handbook," a new book of helpful suggestions and the answers to many daily problems.

We will gladly send you a free copy of this new book—or a sample of the coating best suited to any piece you are making or planning to produce. Just write us on your business letterhead.



*Baker Technical Service is based on over 150 years' experience as manufacturer for the confectionery trade. As the oldest and leading manufacturer of chocolate, it is the business of this service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, to figure costs, coverage, yield, and generally to advise manufacturing confectioners. Every problem is handled individually. Use this service freely.

BTS
—
150

WALTER BAKER & CO., INC.

DORCHESTER, MASS. • CHICAGO: 208 W. WASHINGTON ST. • MONTREAL, CANADA • PACIFIC COAST: MILLIARD & SCHMIEDEL

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Good Times or Bad He Believes in ADVERTISING

NO depression period should be permitted to slow down the momentum of increasing good-will generated by consistent advertising that deals with simple facts . . .

"We have increased our advertising every year *in spite* of whatever business depressions we have had in the past *twenty-eight years*. Even in years when the profits have been much less than normal, the appropriation for the next year has increased just the same . . .

"Advertising is one of the best forms of contact with the trade and the public. We much prefer to spend money on promotion than to offer any kind of cut-price or special inducement to the trade, because *we believe that advertising is more valuable to the trade than special deals can ever be.* Dealers will push high-grade goods which are well-advertised . . .

"This elemental, but always sound, policy has been carried out consistently by us for many years and is one of the major reasons why we have continually increased our appropriations . . .

"We believe in advertising in good times or bad."

—A Leading Manufacturer.



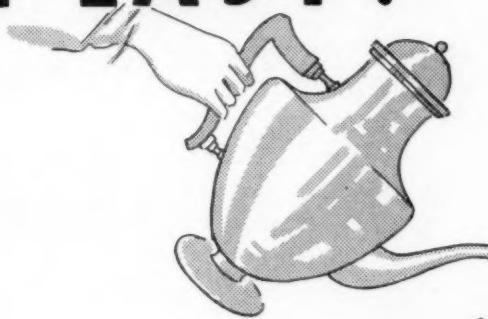
Increase your good-will and net profits thru the 8,000 selected Wholesale, Chain Store and Large Retail Buyers reached by The Confectionery Buyer Every Month!

THE CONFECTIONERY BUYER

Division of The Manufacturing Confectioner Publishing Co.

1142-3 The Merchandise Mart, Chicago, Illinois

AT LAST!



A True Coffee Flavor

FRITZBRO COFFEE CONCENTRATE•

After a long period of intensive research we have perfected a new and unique method of extracting from choice roasted coffee beans their delicious and elusive flavor.

In Fritzbro Coffee Concentrate we have captured and harnessed for the use of the confectioner and other manufacturers the appealing yet fugitive aroma and taste of fine freshly brewed coffee.

This is not a synthetic flavor—no fortification is used—it is a true coffee flavor in every sense of the word.

The flavor of coffee has a universal appeal. Fritzbro Coffee Concentrate makes it possible to impart this in convenient soluble form to candy, ice cream, syrups, and all manner of food products.

Samples and Full Details on Request.



*Everybody
loves COFFEE
flavor!*

FRITZSCHE BROTHERS, INC.

A FLAVOR FOR EVERY PURPOSE

Fritzsche Brothers of Canada, Ltd. 78-84 BEEKMAN ST.
77-79 Jarvis St., Toronto NEW YORK

118 WEST OHIO ST.
CHICAGO

Cocoa plantations in the South Seas, the West Indies, in Ecuador and Venezuela, produce the world's finest cocoa beans — because of careful cultivation under ideal climatic and soil conditions. By using choicest beans, with modern roller-bearing refiners and emulsifying conches, GUILTARD produces a Coating of velvety smoothness and superlative flavor

FAMOUS FOR
OLD DUTCH MILK
and FRENCH
VANILLA COATING

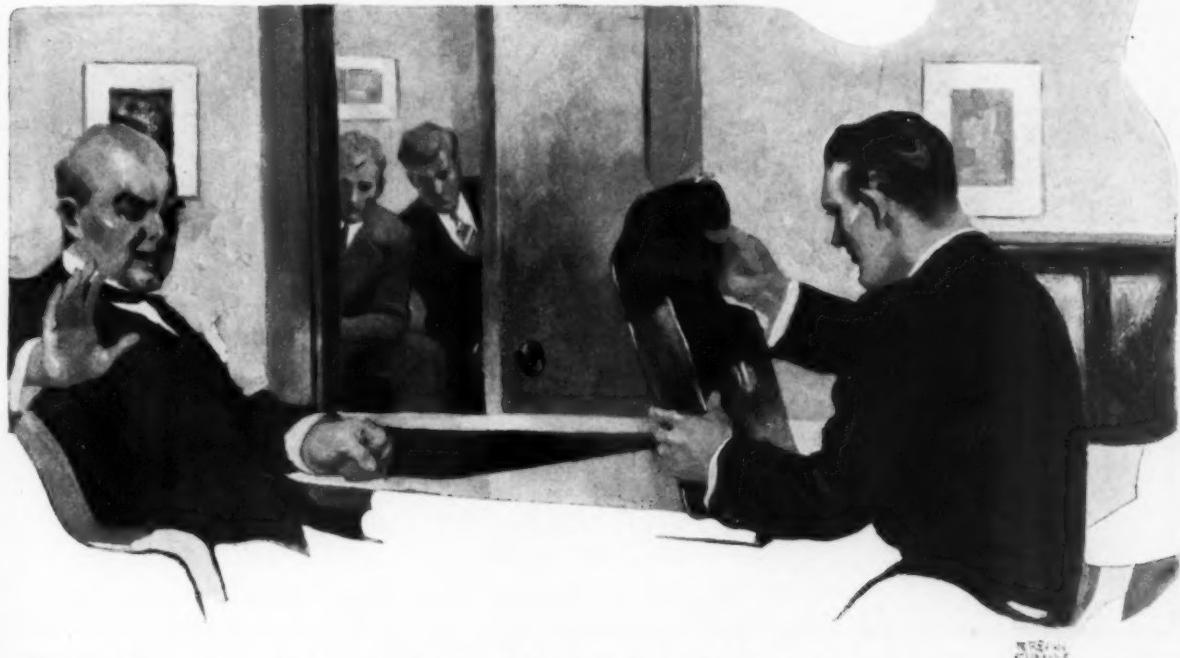
GUILTARD CHOCOLATE CO EST. 1868 » SAN FRANCISCO

The Cocoa beans or seeds are taken out of the pods and piled in the open. The rays of the tropical sun cause fermentation, which develops the flavor and changes the color to chocolate brown.



When writing our advertisers please mention The MANUFACTURING CONFECTIONER

Confident Claims but Confusing Conclusions



WHAT determines the best flavor for your particular products? Is it quality? Is it price? Is it a particular brand? Almost daily the modern flavor user is besieged with conflicting claims as to just what should be given primary consideration in the selection of his flavors. As a matter of fact many factors enter into the intelligent purchase of flavors. Quality is important. But it isn't the only factor. Initial cost is important. But the actual, ultimate cost deserves even more consideration. The simple truth is that quality, price or brands mean nothing, unless the flavors are the correct types and grades to fit the specific requirements. And determining the adaptability of flavors isn't a matter of claims and counter-

claims. That practice leads only to confusion. The only way to determine a flavor's adaptability is through impartial, scientific study. And that requires the proper facilities, and the skill and experience of experts.

F & J Scientific Flavor Service Determines Your Flavor Needs Accurately

Scores of progressive flavor users who realize the important part

flavor plays in winning favor for their products, have put their problems up to us for accurate, scientific solution. Each formula is studied thoroughly and carefully and all the knowledge gained through many years of rich experience and specialization are brought to bear on the problem. Our recommendations are offered without cost or obligation. Why not avail yourself of the many advantages our scientific flavor service provides?

FOOTE & JENKS
INCORPORATED
Flavor Consultants and Manufacturers since 1884
JACKSON, MICHIGAN U.S.A.

Fermented —

Dry or Bursting

CANDY EGGS

are disappointing to
your trade and a
loss to you

Know That Your
EASTER GOODS
Are Protected



NULOMOLINE — just a small amount to each batch — insures that your cream and marshmallow goods will reach the consumer appealing and palatable — which means overcoming the troubles incident to drying, graining and fermentation.

Write for information and Nulomoline formulas.

THE NULOMOLINE COMPANY
109-111 Wall Street
New York

There is no substitute for quality—USE NULOMOLINE



ATLAS GENUINE FRUIT EXTRACTS

SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all the NATURAL qualities of the fresh-picked FRUIT.

An EXTRACT which will add a superior quality to your CONFECTIONS

H. KOHNSTAMM & CO., INC.

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

First Producers of Certified Colors



CITRIC ACID U.S.P.

**CRYSTALS • GRANULAR • POWDERED
MADE FROM AMERICAN LEMONS**

Exchange Brand Citric Acid U. S. P. is made from American Lemons by the Exchange Lemon Products Company of Corona, California. It is backed by the Sun-kist group of 13,200 California Citrus growers, the largest in the world. Immediate shipments are made from warehouse stocks in New York, Chicago, Philadelphia and St. Louis. Consult any of our distributors for prices on kegs, barrels or carloads.

DISTRIBUTED EAST OF THE ROCKIES BY

Kallinbrot CHEMICAL WORKS J. T. BAKER CHEMICAL COMPANY,
St. Louis, Philadelphia, New York, Chicago Phillipsburg, New Jersey

DODGE & OLcott COMPANY NEW YORK QUININE & CHEMICAL WORKS
180 Varick Street, New York 101 North 11th Street, Brooklyn, New York

PACIFIC COAST SERVED BY

Products Dept.—CALIFORNIA FRUIT GROWERS EXCHANGE—Ontario, Calif.



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1932 DECEMBER 1932						
SUN	MON	TUE	WED	THU	FRI	SAT
4	5	6	7	1	2	3
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1933 JANUARY 1933						
SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The CANDY MAN'S CALENDAR

December

12th Month

31 days { 5 Saturdays
 { 4 Sundays

Day of Month	Day of Week	EVENTS
1	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
2	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
3	Sa
4	S
5	M	Monthly meeting Candy Production Club of Chicago, Hotel Sherman, Chicago.
6	Tu	Get out your Santa Clauses. It's almost here.
7	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Elk Hotel, Philadelphia, Pa.
8	Th	Christmas buying in full swing.
9	Fr
10	Sa	Easter and St. Valentine novelties and boxes should be well advanced by now.
11	S
12	M
13	Tu	Confectioners' Buying Assn., 17 E. Austin, Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.—Three-day annual meeting Western Confectionery Salesmen's Assn., Palmer House, Chicago.
14	W	Monthly meeting Manufacturing Confectioners of Baltimore, Md., Emerson Hotel, Baltimore, Md.
15	Th	Monthly meeting Utah-Idaho Zone, Western Confectioners' Assn., Salt Lake City.—Monthly meeting N. Y. Candy Club, Hotel McAlpin, New York.
16	Fr
17	Sa
18	S
19	M
20	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Pa., Progress Club, Philadelphia.
21	W
22	Th
23	Fr
24	Sa	Remember—lots of candy in those stockings!
25	S	Merry Christmas!
26	M	Candy Executives and Associated Industries Club, 71 West 23rd street, New York.
27	Tu	Monthly meeting Candy Square Club of N. Y., Hotel McAlpin, New York.
28	W	How about that inventory?
29	Th	Monthly meeting Assn. of Manufacturers of Confectionery and Chocolate of State of N. Y., Pennsylvania Hotel, New York.
30	Fr
31	Sa	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa., New Year's Eve.

January

1st Month

31 days { 4 Saturdays
 { 5 Sundays

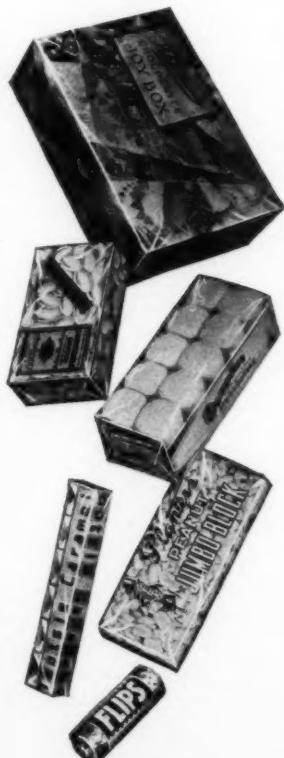
Day of Month	Day of Week	EVENTS
1	S	New Year's Day. Try out this resolution: Resolved not to make a sale without a reasonable profit, and no more free deals or extra discounts! And that goes for all of 1933.
2	M	Annual inventories should be under way or completed.—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.—Monthly meeting of the Candy Production Club of Chicago, Chicago, Ill.
3	Tu	Easter comes on April 16th this year. Easter goods should be ready for delivery latter part of February.
4	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Inc., Elk Hotel, Philadelphia, Pa.
5	Th	Monthly meeting Cincinnati Candy Jobbers Assn., Grand Hotel, Cincinnati, O—Monthly meeting Westchester Candy Jobbers Assn., Yonkers, N. Y.
6	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).
7	Sa	Have you had your equipment over-hauled? Now's the time; don't delay.
8	S	George Washington and Abraham Lincoln both have birthdays next month. No doubt your special packages and novelties are ready for delivery!
9	M	Monthly meeting Confectioners' Buying Assn., Inc., 17 E. Austin Ave., Chicago, Ill.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.
10	Tu	Monthly meeting Manufacturing Confectioners of Baltimore, generally Emerson Hotel, Baltimore, Md.
11	W	Monthly meeting Board of Governors of N. Y. Candy Club, Inc., Hotel McAlpin, New York City.
12	Th	St. Valentine's Day just one month off.
13	Fr	Annual meeting Eastern Confectioners' Traffic Bureau, New York City, N. Y.
14	Sa	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Inc., Progress Club, Philadelphia.—Just two months to St. Patrick's Day. A good day for novelties.
15	S	Monthly meeting new York Candy Club, Inc., Hotel McAlpin, New York City.—Monthly meeting Utah-Idaho Zone, Western Confectioners' Assn., Hotel Utah, Salt Lake City, Utah.—Robert E. Lee's Birthday. Celebrated in many Southern states.
16	M	Graduations galore for the next four or five weeks. Candy makes a nice graduation gift.
17	Tu	Monthly meeting Candy Executives and Associated Industries Club, 71 West 23rd St., New York City, N. Y.
18	W	Monthly meeting Candy Square Club of N. Y. City, Inc., Hotel McAlpin, New York City.
19	Th	Monthly meeting Assn. of Manufacturers of Confectionery & Chocolate of State of N. Y., Pennsylvania Hotel, New York City.
20	Fr	Monthly meeting the Pittsburgh Candy Club, Pittsburgh, Pa.
21	Sa
22	S
23	M
24	Tu
25	W
26	Th
27	Fr
28	Sa
29	S
30	M
31	Tu

\$ \$ \$



Eye Appeal and Profits

The sales value of a Superior Package



Keen merchandisers realize that EYE APPEAL is one of the most important requisites in making sales . . . This is especially true of packaged goods.

Notice how often a purchaser selects one product in preference to another, chiefly because of a superior package. And in most cases the choice is wisely made—for the public has learned by experience that the better products are invariably in modern, attractive packages, scientifically designed to keep the goods in first-class condition.

Competition for the consumer's favor has made package standards higher than ever before. And the makers of packaging machinery and package material have kept abreast of this trend.

New Possibilities in Package Design

Today you have a wide choice in the type of package you may

use—you can design a package especially suited to your product, a package that has individuality and eye-appeal.

Our machines are making packages with practically every known form of packaging material—plain Cellophane, printed Cellophane, printed paper wrappers, glassine, foil, cardboard, etc.—and in a multitude of forms.

Lower Costs with Modern Machines

A package improvement does not necessarily mean increased cost. Indeed, the very machines which make the improvement possible, often lower costs because of their higher efficiency.

Consult Us

With our wide experience, and intimate knowledge of modern trends we can give you real assistance in carrying out your package improvements.

Consult our nearest office.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker-Perkins, Ltd.





Editorial

What's Your Formula?

BUSINESS men and economists, reputable and otherwise, have spent a lot of time during the past two years concocting and prescribing various nostrums, business tonics and depression antidotes for this ailing old Business World of ours. The efficacy of most of them has been tested rather thoroughly during that time by thousands of individual units throughout the Nation. Now would seem to be a good time for some specialist on such matters to come along and make a careful study and analysis of cases to determine which of these so-called "cures" have actually accomplished results. Such a study, particularly of those businesses that have gone ahead and registered any degree of progress during this period, designed to bring to light those factors which have contributed to the advancement of these different enterprises, would be espe-

cially valuable as a guide to the management of other less fortunate business enterprises. It might even be possible to arrive at a base formula which would contain all the essential elements necessary to business success. We'll hazard a guess that a formula, so arrived at, would call for most of the following ingredients:

1. A quality product or service for which a legitimate demand exists or can be created.
2. Able and clear visioned management.
3. A definite sales policy and program.
4. An adequate advertising appropriation.
5. A readily available reserve fund built up in more prosperous times for emergency purposes.
6. An intelligently chosen personnel, each individual sharing in some degree the company's success over and above his actual salary.
7. A generous portion of enthusiasm.
8. Likewise courage.
9. Plenty of head work.
10. And a lot of hard work.

"A Story of the Sugar Beet"

MN this issue of *The MANUFACTURING CONFECTIONER* we begin "A Story of the Sugar Beet." It will be continued in January. To an industry using well over a half billion pounds of sugar annually, this should be an interesting series.

It is the story of an essential American industry. Calvin Coolidge, while President, spoke of it as follows:

"The American farmer receives advice on every hand to diversify his crops. He proceeds to do so by going in for sugar-beet culture, protected from the competi-

tive impact of cheap Cuban labor by a tariff duty. . . . The American farmer is thus in process of building up a great home agricultural industry which at once improves the farmer's soil, enables him to diversify crops, and tends to release the American people from dependence upon the foreigner for a major item in the national food supply. The farmer is entitled to share along with the manufacturer direct benefits under our national policy of protecting domestic industry."

There are 274,000,000 acres of land suitable for sugar beet cultivation in the

United States, according to the Department of Agriculture. One crop from this acreage could supply the world's sugar requirements for nearly 20 years. That gives you some idea of its potentialities—and its importance to this country.

But read these articles yourself; you'll find the story of this important source of sucrose, of its conversion from a lowly plant root to the highly refined crystals of commerce, an exposition well worth reading.

New Candy Outlets

MOST businesses are seeking new markets—new outlets for their merchandise. Judging by the evidence of certain trends in candy distribution, confectioners, too, are endeavoring to find new outlets for their products. Perhaps the following will suggest possibilities.

Statisticians assure us that women spend by far the largest portion of the family dollar. What more logical or strategic location for candy then, than those places most frequented by women—the corner grocer, the delicatessen, the bakery and the butcher shop? True, candy has found its way into many of the grocery stores and delicatessens, but, except in the higher grade stores, this candy is seldom in evidence and when it is the displays are usually ineffectual.

How often do you find candy in bakery shops? And yet, why not? The manufacturers of baked sweets have succeeded in placing their products prominently wherever candy is displayed. Is there any good reason why attractive cartons displaying candies should not have a place on the bakery store counter? And look at that wide expanse of space atop the butcher's counter which is usually a total waste. Some few manufacturers of household com-

modities are successfully selling the butcher on the value of that space. And the butcher, in these days of meagre profits, is not averse to giving ear to the logic of their arguments. Why would he not consider the candy salesmen's story as well? Candy would in no way compete with his main source of income, for what woman would enter a butcher shop intent on buying a half a dozen lamb chops and come out with six bars of candy instead? That applies to the grocer's, the baker's and the delicatessen man's merchandise as well.

Another strong point in favor of these stores as retail candy outlets is the exceptional opportunity afforded the candy manufacturer to impress upon the women patrons the food and health value of candy. What a forceful story their advertising displays could convey to the housewife!

By taking advantage of the market offered them by women, several years ago, the cigarette manufacturers have nearly doubled their sales. By merchandising candy through those outlets most patronized by women, there is little doubt that confectionery manufacturers could likewise bring about a substantial increase in the consumption of good quality, wholesome candy.

1932 in Review in Candy Distribution

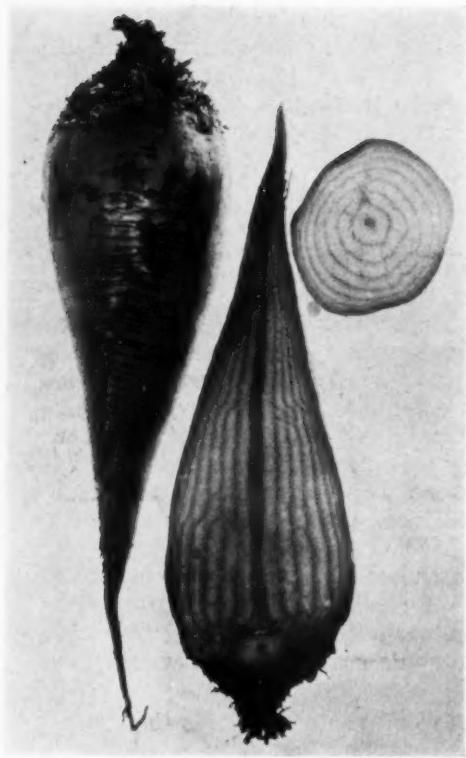
COULDN'T all times when business men should exert every effort to proceed on an even keel it is in the stormy days of general business upheaval. Proper balance keeps the ship afloat—sea ships and business ships. Yet in troublous times men resort to the greatest extremes, throwing their business out of balance and making progress impossible.

The candy business in general the past

year has been tossed about by panicky mariners resorting to every imaginable extreme as an expedient to making profit.

In candy distribution and merchandising there has been too much emphasis upon volume and price—and then upon oversized pieces, bars, and packages. At ridiculous prices, the public has been stuffed on the enormous quantities available in

(Continued on page 49)



This is the sugar beet photographed to show its ideal form, the cells in which the sweet matter is secreted, and the concentric rings of growth.

SINCE the days of Queen Elizabeth when sugar was reserved for the tables of the very rich, confectioners have been among the first to suffer "hard times" during periods of depression. And chiefly because candy has been looked upon as a luxury rather than a necessity. This widespread, though mistakenly, point of view is reflected startlingly in the latest report of the Bureau of Census, United States Department of Commerce, for the two-year period following the 1929 business collapse. According to the bureau's preliminary tabulation of data, the value of confectionery, including salted nuts, produced in the United States during 1931, amounted to \$279,999,322 (f. o. b. factory prices) as compared with \$388,231,171 as reported for 1929.

This decrease, 27.9 per cent, during the first two years of the present business depression, emphasizes the fact that there is a general opinion

we can get along without sweets in troublous times.

But can we? Are we well-advised not to reach for sweets?

In 1929, per capita consumption of sugar in the United States was 108.13 pounds, the second highest point in our history. (It reached 109.3 pounds in 1926.) During the first year of declining business and increasing unemployment the average per person had dropped to 99.37 pounds and for 1931 it had fallen to 98.47 pounds. According to preliminary reports for 1931 the sugar consumption scale is still dropping. And largely because of the ancient opinion regarding sweets.

A Food for Kings

Consider an item from "The Book of Days," which, under April 8, records the sojourn at Somerton Castle in England of King John the Good of France as a prisoner of the Black Prince. "One of the costly items in the King's expenditure,"

to quote, "was sugar . . . used in the form of confectionery; for in the household books we meet constantly with such items as eggs to clarify sugar, roses to flavour it with, and cochineal to colour it."

Sugar no doubt was a costly item in those days. It had first reached England in quantity in 1319, less than 40 years prior to King John's capture, 50 tons having been shipped by Tomasso Loredano, a merchant of Venice, in exchange for English wool.

Sweets, however, were not very expensive, considering the sugar scarcity, for the Book of Days further records: "Bonbons made for the captive King appear to have cost about three shillings the pound, at least such is the price of what is termed 'sucre roset vermeil,' and special mention is made of a large silver and gilt box for the King as a bonbonniere or receptacle for sweets."

The very fact that sugar was so

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difficult to obtain kept it for centuries in the luxury class. From its introduction into Europe by the merchants of Arabia early in the 14th century until Queen Elizabeth made it a regular article of diet in the royal household it was used chiefly as a medicine or a delicacy. Eventually, however, every person of wealth who could get sugar had it on his table. By 1750 the price of sugar in London was 17½ cents a pound and consumption rose to one million tons a year.

By 1806, in spite of steadily rising production, the demand for sugar was so urgent that the price jumped to 31½ cents both in London and in Paris.

England, mistress of the seas, virtually controlled the trade in tropical sugar, and the other nations of Europe had to pay England's price.

A New Source of Sugar

But not for long. Another source of sugar was being developed. The story of beet sugar, from Olivier de Serres and his experiments in extracting alcohol from beets in 1605 down through the development of the white forage beet of Silesia as one of the two important commercial sources of pure sugar, has been told many times. We know how Frederick the Great and Frederick William of Prussia assisted Marg-



Here is a typical sugar beet field in the Rocky Mountain area. The beets are almost ready for harvesting

graf and Achard, two Berlin chemists, in their early experiments; how Napoleon, by decree and subsidy, developed the beet sugar industry in France; how the United States Department of Agriculture spurred on the expansion of beet sugar manufacturing in the United States, and finally how, just before the World War, sugar production of the world was divided about equally between beet and cane.

Sugar Consumption Increases

During the last century we have seen sugar consumption increase in the United States from 10.7 pounds per capita to 34.3 pounds at the beginning of the Civil War. We note that during that war it dropped back to 17.8 pounds and then rose to 37.6 pounds in 1871. During the next ten years consumption increased only 6.6 pounds per capita but during that decade there was a world depression lasting six years, one history reporting 3,000,000 "tramps" in the United States during the winters of 1873 and 1874.

Despite a business slump lasting two years sugar consumption rose 22.1 pounds per capita during the next ten years running the average up to 66.3 pounds in 1891, but during the next decade, which included two slumps and the Spanish-American War, there was an increase of only 2.4 pounds per capita.

By 1911, the average was up to 79.2 pounds, but during the depression periods prior to America's entry into the World War the per capita amount had dropped in 1918 to 73.36 pounds. Then came prosperity. By 1921 we were consuming 84.47 pounds of sugar per person on the average and by 1922 we had far exceeded our average weight of 90 pounds in the sugar we were



A harvest scene in California. The sugar beets have been lifted and topped and are being gathered by hand for hauling to the factory.

A STORY OF THE SUGAR BEET



Machines have been developed to ease the strain on the farmer's back. Here is a mechanical loader which is used on some of the larger developments.

using annually—103.18 pounds per capita.

It has been said by certain statisticians that this jump was caused by the demand for candy substitutes to satisfy the craving for alcohol following prohibition. Be that as it may, the following two years of panic checked this unusual rush for sweets by about 8 pounds per person and it was not until 1925 that we got exceptionally hungry for sugar again. Then the average went to 107.5 pounds; in 1926 it was 109.3 pounds; in 1927 it was off to 100.95, up again the next year to 104.27 and, as we have said, in 1929 it was at its second best mark of 108.13 pounds per capita.

Sugar consumption, it would appear from these figures, is especially interesting as a reasonably accurate business indicator. And that is the main point of this discussion.

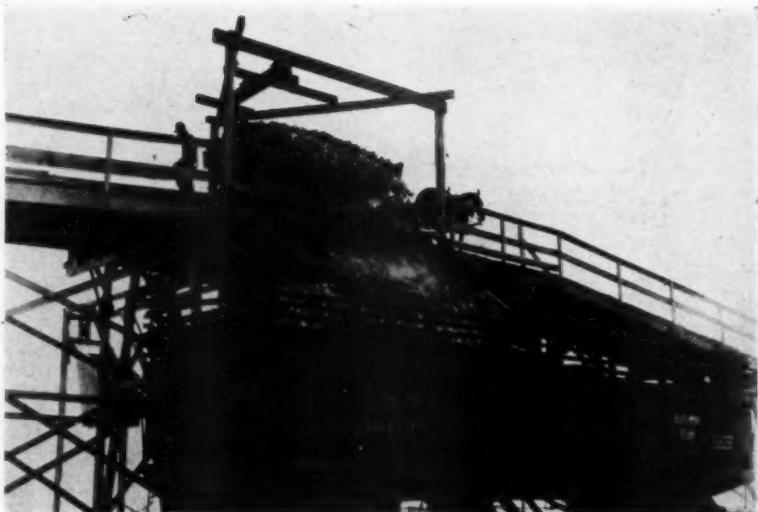
Why Sugar Is So Essential

We have seen that during a war there is a necessary curtailment of sugar even when a nation is well-prepared in advance. Because of embargo, destruction, lack of agricultural and industrial man-power and facilities, there is little or no sugar in war time. And in war time we must have sugar! The soldiers must have it. The stay-at-homes go without it so that the fighting

Because it is one of the cheapest of the energy foods.

No end of good reasons for the conservation of sugar during war time could be set down. The need for sugar during the recent war prompted the government to urge the expansion of the beet sugar industry in the United States. The experiences of the war caused Great Britain to subsidize the industry in the British Isles and spurred Russia to the carrying forward of an expansion program which gives the Soviet government the largest beet-growing area in the world.

But to return to the main point.



Getting the beets to the sugar mill by road and rail. Receiving stations are located conveniently along lines of railroads. To these stations the farmers haul their beets by horse or horse-power and have their loads weighed and tagged for sampling as to sugar content. From the top of ramps the beets are dumped into cars. Dirt is sifted into a trap as the beets roll into the cars, is dropped back into the farmer's truck and deducted from the gross weight as he leaves the station.

men may be sure of sweets. Why?

Because sugar is a dietetic necessity.

Because sugar has a higher food value per pound than any common food.

Because sugar constitutes two-thirds of the diet of the human body.

Because three-fourths of the driving power of the animal and vegetable kingdoms is furnished by sugar.

Because no other food of its bulk can take its place.

We have learned by experience that sugar is one of the most important of foods. We have been told repeatedly on authority that sugar is a first-line food defense. We know that hard-driven business men, professional men, hard-working men and women, soldiers on the march, and athletes in strenuous competition all need sugar and find it the quickest food stimulant. Its value in reviving strength after exercise, over-work or fatigue from any cause has been proved. Many mar-

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athon runners are supplied with candy and sweetened fruit juices during the last few miles of a race. Trainers of football teams have reported that sugar and candy have been found of great value in stimulating fatigued players.

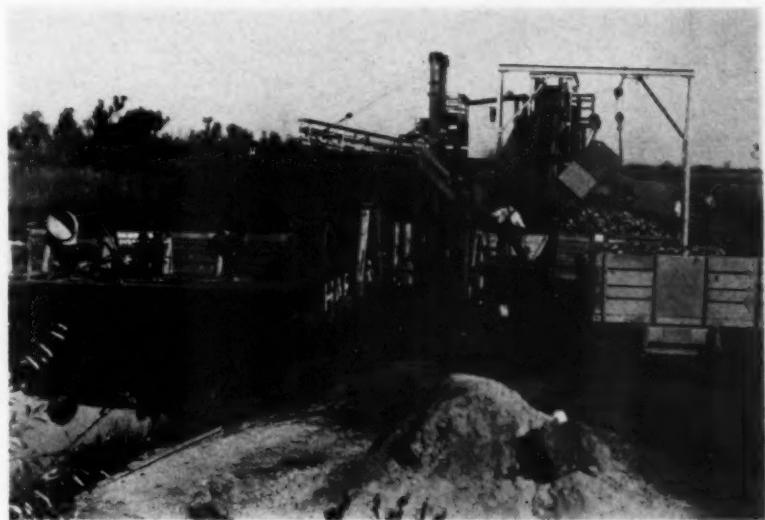
And yet when times are hard candy is one of the first items lopped off the budgets if one may judge by the census bureau's latest report.

Can something be done about it? Can confectioners, supported by modern scientific opinion, convert the general public to a belief that candy is as much a food as a delicacy? And more important still in different times, can sugar producers cooperating with makers of sweets convince a long misguided public that candy is one of the least expensive of the energy foods?

Some little progress has been made in that direction by manufacturers of popular-priced sweets. Makers of nickel chocolate bars have stressed the food value of these candies and with some success. In this educational effort they have been abetted by producers of pure American sugar through the offices of the United States Beet Sugar Association.

A Growing American Industry

The first objective of the association has been the sale of more pure sugar extracted in American factories from beets grown by American farmers. In spite of falling sugar prices, due considerably to increasing imports of duty-free sugar from our insular possessions,

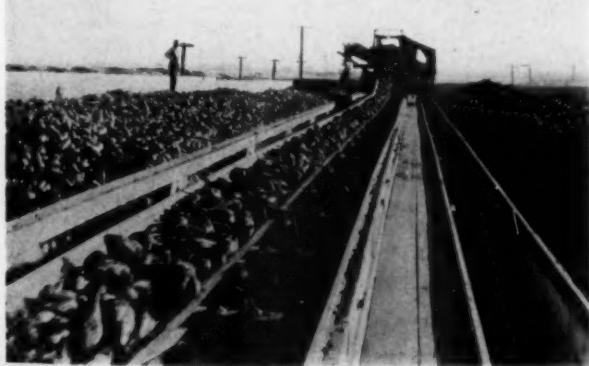


A canal receiving station. In California beets are moved to certain factories by water. This loading system seems to handle the tare problem efficiently.

United States beet sugar manufacturers have increased production since 1929 and this year bids fair to set up a new production record. According to a recent estimate issued by Meinrath of Chicago, the 1932 beet sugar output for the United States will be 24,814,000 bags of

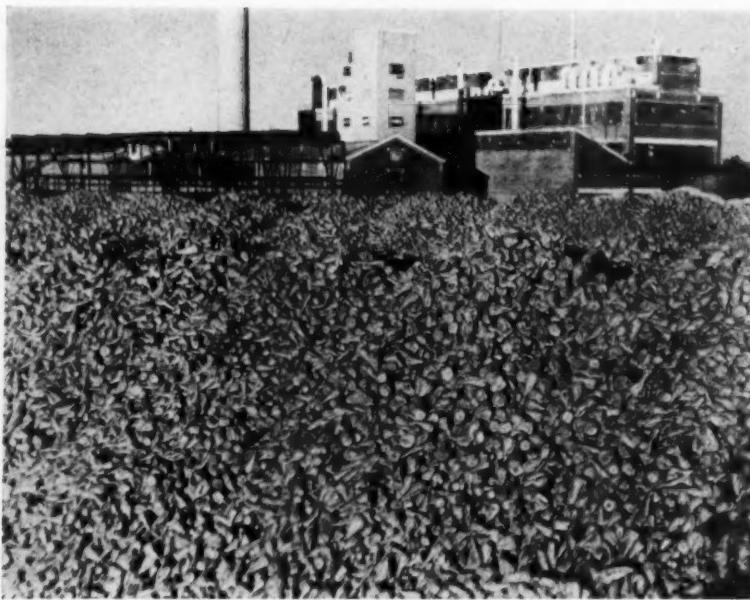
100 pounds, or 1,240,700 short tons. This is a predicted increase of 6.5 per cent over the 1931 production and almost a quarter of a million tons over the 1929 output. The previous record for production was 1,204,770 short tons, made in 1930.

This production activity repre-



These pictures show two methods of collecting beets at the factories.

A STORY OF THE SUGAR BEET



Beets piled at factory through which they will go and in one continuous process be made into sugar. Mr. Gerlach's pictures next month will show how beet sugar is made.

sents only a little more than half capacity for the established beet sugar factories in eighteen states. Of the 104 factories, only 74 are being operated this winter and of these only a few are being kept running anywhere near the normal sugar-producing period, called a "campaign," of 100 days of 24 hours each. Furthermore, at prevailing sugar prices, record production is not necessarily something to cheer about. The American farmer will subscribe to that statement.

In the sugar beet, however, the American farmer has a life-saver. In the next issue of the MANUFACTURING CONFECTIONER we shall endeavor to show how more candy not only means more energy and more health to all the people but more money to the American farmer.

N. C. A. Sectional Meeting Held in Cincinnati

HOW the National Confectioners' Association is dealing with problems now common to the whole confectionery industry was explained by President Arno E. Sander and Secretary Frank S. Records at a meeting of members

and non-members in Cincinnati Tuesday evening, November 29th. The meeting was preceded by an Over-the-Rhine dinner at the Cincinnati Club. Carl L. Graeser, who arranged the meeting, presided.

"The Association must put up a vigorous fight against increased Federal taxation," Mr. Sander said, "especially in view of the fact that many foods, directly competitive with candy, are not taxed. This fight is imminent and the Association must have adequate representation in Washington."

The candy men present, who included manufacturers, jobbers and retailers, pledged their support in the tax fight. They also went on record as favoring the enactment of a general sales tax and the complete elimination of the manufacturers' excise tax on candy.

Mr. Sander also called special attention to the work of the Association in obtaining reclassification and reduction of freight rates to the advantage of the industry.

Secretary Records summarized the activities of the Association with particular emphasis on some of the recently inaugurated services. He explained the past due ac-

counts service, which will be enlarged in the immediate future to give late and accurate information from the experience of manufacturers as to the credit standing of their various customers.

"This industry needs its Trade Association far more in times like these than in normal times," Mr. Records said. "The individual in the industry is powerless in such crises as the tax fight and the matter of freight rates. The Association must serve as his spokesman.

"Conversely, the Association, in order to discharge these responsibilities, needs the moral and financial support of the entire industry to an unusual degree."

The Cincinnati meeting was one of a series of sectional meetings to be conducted by Association heads. A meeting is tentatively scheduled for Buffalo, December 6th, to be attended by confectioners from Rochester to Erie.

Packaging Clinic and Exposition

THE judges who will determine the winner of the second Irwin D. Wolf trophy to be awarded by the American Management Association for the best package developed and put on the market between January 1, 1932, and February 15, 1933, have been announced by the association. The award will be presented at the Third Packaging, Packing and Shipping Conference, Clinic and Exposition to be held in the Hotel Pennsylvania, New York, March 7-10, 1933.

In addition to the Wolf trophy, honorary awards will be presented for the best packages in eleven various classes which Mr. Goetz has enumerated.

This year's classification of packages will differ materially from last year's, in accordance with recommendations submitted to the association by the classification committee of the Wolf award. This committee consists of C. B. Larrabee, *Printers' Ink*, chairman; Edmund Hoffman, Jr., American Can Company; W. F. Howell, Robert Gair Company; Fred Miller, Union Bag & Paper Corporation; Ben Nash, Products Development Company; and L. B. Steele, Du Pont Cellophane Company.

This year's classification, according to the committee, will be as follows: 1, tin; 2, glass; 3, molded plastics; 4, collapsible tubes; 5, wood; 6, visible display packages (flexible, visible material such as transparent cellulose, glassine, etc.); 7, paper bags and envelopes; 8, set-up boxes; 9, folding cartons; 10, canisters (containers of board or fibre body with tin top and bottom); 11, miscellaneous.

Statistics for 1931, with comparative figures for 1929, are given in the following tables. The figures for 1931 are preliminary and subject to revision.

Table 1.—Summary for the Industry: 1931 and 1929

	1931	1929	Per cent of increase or decrease (-)
Number of establishments	50	59	*
Wage earners (average for the year) 1/	5,610	6,249	-10.2
Wages 2/	\$5,574,936	\$7,778,061	-15.5
Cost of materials, containers for products, fuel, and purchased electric energy 2/	\$45,166,087	\$79,549,371	-43.2
Products, total value 2/3/	\$86,002,652	\$119,540,693	-28.1
Chocolate and cocoa products	\$85,380,515	\$118,211,353	-27.8
Other products	\$622,137	\$1,328,340	-53.2
Value added by manufacture 4/	\$40,836,565	\$39,991,322	2.1

* Per cent not computed where base is less than 100.

1/ Not including salaried office employees. The average number of em-

Something Out of Statistics

An analysis of Commerce Department's figures indicates interesting trends in Chocolate Industry

By ROBERT WHYMPER

*J*HAVE never been a great believer in official statistics, but it is more profitable to the imagination to play with them than to do cross-word and jigsaw puzzles, and to extract from such figures as are vouchsafed us some facts by which we can set our windmills. Assuming that a general truth lies in the information from the Census of Manufactures made available by the Department of Commerce for 1931, there is an indication of which way the wind was blowing for the chocolate industry even if manufacturers were not already fully aware of the devastating blast that was to hurtle through their factories in the next twelve months. For instance, the hurricane of 1929-31 wiped out nine manufacturers engaged wholly or principally in the manufacture of chocolate from the bean, and in the further manufacture of cocoa, cocoa butter and other chocolate products, leaving an even half-hundred to face the storms of 1932. It is hardly necessary to add that at the same time, between 1929 and 1931,

the value of cocoa and chocolate products at the factories decreased very considerably—by 27.8 per cent to a figure of \$85,380,515. As a sop to the pessimists, there was, on the poundage basis, an 87.1 per cent increase for "sweet chocolate with nuts," 0.8 per cent increase for milk chocolate in tablets, 1.2 per cent increase in milk coatings, 25.2 per cent increase in liquor, 0.9 per cent increase for cocoa powder made up largely by a big increase in bulk cocoa powder, 21.2 per cent increase in cocoa butter and 22.2 per cent increase in chocolate syrups. All other products showed a decreased poundage. "Sweet chocolate and nuts" showed an increased dollar value, as also did sweetened and mixed cocoa powder preparations in barrels and drums: the remainder showed decreased dollar value.

Let Us Analyze

It is, however, interesting to analyze the figures supplied by the Department of Commerce more closely than was done on

SOMETHING OUT OF STATISTICS

the printed sheet. Thus, by the aid of a slide-rule, pencil and paper, it appears that the average value (f. o. b. factory) of chocolate other than coatings was 24.4 cents per lb., coatings 13.7 cents per lb., powdered cocoa 10.6 cents per lb., and cocoa butter 15.3 cents per lb., making a general average for all cocoa products 16.1 cents per lb.

Again according to the statistics reduced to a poundage basis, the average value of ingredients, containers, fuel and purchased electric energy (though why containers, fuel and power are included with the ingredients is a mystery), was 8.7 cents per lb., the average value of wages paid was 1.2 cents per lb., and "other" manufacturing charges 6.2 cents per lb. These on a percentage basis represent approximately 54 per cent for ingredients, containers, fuel and purchased electric energy, 7.5 per cent for wages and 38.5 per cent for "other" manufacturing charges. Further analysis shows that between 1929 and 1931 a falling off in value occurred of 27.8 per cent for finished cocoa products at the factory, as already stated, of 43.2 per cent for ingredients, containers, fuel and purchased electric energy, of 15.5 per cent for wages, and a considerable *increase* for "other" manufacturing charges since the total value for manufacture, including wages, that had to be added to ingredients, etc., showed a reduction of only 2.1 per cent.

From these figures emerges one clear fact—that out of a total value of some 85½ million dollars worth of products (f. o. b. factory) in 1931, some 45 million was the value of ingredients, containers, fuel and purchased electric energy, 6½ millions were wages, and 34 millions were "other" manufacturing charges, of which the last named showed an increase over 1929 for less production. In 1932 we shall see further reductions over 1931 in the value of finished chocolate products, of ingredients and of wages; and "other" manufacturing charges will continue to rise because manufacturers, though they would like to imagine in their efficiency that the paper cost of production has been lowered to an irreducible minimum, which is one possible interpretation of the only slightly reduced figures for "manufacture including wages," have in fact not yet realized that

the manufacturer of chocolate is generally overburdened on the cost-sheet by overheads which could be greatly reduced by rational organization. The future manufacture of chocolate on an economical basis has nothing to do with further reduction of labor, already a small figure, or with further cheapening of ingredients which are already depressed to a minimum consistent with the bare existence of the producer, if that is of least importance to manufacturers, but should be concerned with serious reduction of "other" manufacturing charges which, as we have seen, are excessive, representing as they do some 38½ per cent of the value of the cocoa products f. o. b. factory. Every one knows what these "other" manufacturing charges include and how they can be reduced, and also, if the figures could be analyzed here, it would be found that fuel and purchased electric energy, or more generally the power agencies employed in manufacture, are appreciably greater than they need or should be. Unfortunately such matters require real knowledge in order to cope with them, whereas the least intelligent of persons can cut the cost of ingredients and personnel.

Misplaced Economies

It is perfectly clear then from the analysis of these official statistics, whether or not they are strictly accurate, that the everlasting obvious first move of the persons appointed to economize, or to put a chocolate business on a paying basis—persons usually profoundly ignorant of the technique of chocolate manufacture and of the proper virtues of the product, but versed in manipulating money—has been to cut the cost of ingredients first and of wages second, both adding to the general state of depression. To any one who knows the chocolate business these two items should be the last to be tampered with, unless to be improved, the real solution lying in reducing the hideous factory overheads in the present system of manufacture. Fortunately at the moment, we are not concerned with general overheads, discounts, selling charges, etc.; otherwise this paper would be scorched with epithets. Moreover, the very word "overheads" is now regarded as a synonym for a "scapegoat" upon which can be piled all the excessive expenses of the manufacturer.

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In cutting down expenses of any kind, whether of ingredients, personnel, or overheads, a certain amount of intelligence should be used. For example, so far as reducing costs of ingredients are concerned, no intelligent person could raise objection to using a certain proportion of turbinado sugar instead of some powdered granulated, but to use increasing quantities of Sanchez and Accra cocoas to replace better grades is little short of criminal if the chocolate business is to remain reputable and to hold its own. Further, no one can object to getting rid of superfluous and idle labor, but to cut down on the higher priced man, paid higher in the first place because presumably experienced, and particularly on supervision, is, to say the least of it, assinine in a business faced with severe competition.

Personally, I would advocate the use of a pink-eyed elephant for grinding cocoa nibs if it were more economical than the present method without causing deterioration of the product, or the addition of red-hot pepper, as of old, if I could better the flavor of my chocolate and which would certainly be no more harmful than the excessive amount of tissue-irritating vanilline with which most modern chocolates are swamped in order to conceal their inferiority. But, without going to these fantastic extremes, there are certain obvious methods and materials that can be used to the benefit of manufacturer and consumer that have not yet been taken full advantage of and that call for attention in these days of economy.

Costs That Could Be Lowered

The cost of grinding chocolate to make it smooth is one of the more expensive items of manufacture; therefore it is intelligent to use a soft sugar of the "transformed sugar" type because appreciable labor, power, and wear and tear of machines can be saved without losing anything in the quality of the finished product. Indeed, the less actual grinding that a chocolate is made to undergo the more the fine aroma of the cocoa is preserved because the more often the chocolate is exposed to the air in a thin film, as it is on grinding rolls, the more its aroma is dissipated like any other perfume. But, as has been said elsewhere, it is less intelligent to use dextrose, anhydrous or hydrated, since it is less suit-

able than properly prepared "transformed" sucrose because, though it is as soft as the latter, it has a flavor and characteristic taste of its own that in the opinion of some, including myself, does not blend satisfactorily with chocolate.

Or, again, considering another ingredient, cocoa butter is represented in 1931 as averaging 15.3 cents per pound and was, with milk solids, even at that price one of the more expensive ingredients. To save cocoa butter, nearly a neutral diluent so far as flavor is concerned, is then also intelligent for the reason above if it can be done by the use of a minute quantity of lecithin, itself a valuable addition to any foodstuff. Since the use of lecithin increases the flavor of the chocolate in proportion as cocoa butter is replaced, and, in addition, saves the actual necessity for expensive conching and other treatment practiced to reduce viscosity, and results in a more stabilized chocolate with several distinct technical advantages over ordinary chocolate, there must be something unusually wrong with the intelligence of chocolate manufacturers if they ignore its vast utility in the industry of which they are leading lights.

What of 1933?

The motto for 1933 should be, as it should have been for the past twenty years—"organize the factory as far as possible on the basis of continuous manufacture of chocolate on medium-sized units; shut down and forget superfluous machines; and improve the quality of the products." It should be noticed in one of these connections that chocolate machinery is substantially the same today as it was fifty years ago—modified paint machinery—and that chocolate machines under these circumstances of an unprogressive industry are unlikely to get out of date, and will not deteriorate by shutting down, if carefully covered and protected. Consequently, chocolate machines not in operation need only be charged on cost-sheets at the rate of interest on capital invested, and need not bear depreciation. Doubtless, the loaners of money upon which so many dream-factories have been built will see purple also if machinery bought at the inflated prices of the boom years are written down to their "worth" value on the books, on

SOMETHING OUT OF STATISTICS

the ground of insane purchasing in the first place. But some apoplexy must be expected by gluttonous people, and the old-fashioned treatment of "bleeding" may well be practiced in their cases. Indeed I can see little hope for the chocolate industry as a whole in the near future unless it snaps out of its finance-ridden state, and until it starts to make legitimate profits by scaling down its overheads. It is, of course, a wonderful opportunity now for the little man to start up in business and to make profits even at present prices, and, if only enough of them would do so and stay modestly content with reasonably sized outfits, the chocolate industry as we know it today would have to sit up and take notice, and we would hear less of aspirations to become the biggest manufacturer in the industry and more of good chocolate at a proper price.

Since cooperation among chocolate manufacturers seems to be a physical impossibility, defended by the weak-kneed on moral grounds as being against the Sher-

man Act, the old cut-throat policy will presumably go on. "The New Yorker" suggested once that the hand of God would be welcome in bringing about an end to depression through a "coast-to-coast tornado." This is, of course, invoking the Deity to put right the evils that man has brought about in the United States. In order to make a thoroughly good job of it we should, perhaps, pray for a "round-the-world hurricane" that will decimate penurious populations as well as prolific plantations and fantastic factories, if we have to admit to ourselves that we cannot slay with human hands the "over-production, under-consumption dragon" that threatens us. While we may well leave such prayers to the cloistered desk-sitters, it is the pious hope of the rest of us that 1933 will see a Saint George of the chocolate industry arise to slay "The Beast," and to rescue the wise and foolish virgins alike, both of whom seem to have had nothing better to do in recent years than to wait to be swallowed whole.

TRADE MARKS for Registration

THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.

Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.

HI-NE, pastry cones filled with ice cream. Use claimed since Dec. 15, 1930, by Anna B. Heine, Geneva, Ill.

CHAUTAUQUA MAID, and design, powdered skim milk, powdered whole milk, ice cream mix, malted milk. Use claimed since Jan. 1, 1932, by Chautauqua Malted Milk, Inc., Mayville, N. Y.

Design of truck, ice cream. Use claimed since April 4, 1932, by Alpine Ice Cream Co., Inc., Corona, Long Island, N. Y.

CHOC-O-LAC, composition of milk, chocolate syrup and marshmallow. Use claimed since March 15, 1919, by Mrs. Anne Preston Emerson, doing business as Brooklandwood Farms, Brooklandville and Baltimore, Md.

COMANCHE CHIEF, shelled peanuts. Use claimed since October, 1917, by De Leon Peanut Co., De Leon, Tex.

BON TON, chewing gum. Use claimed since Jan. 15, 1930, by The Bee Bee Confection Co., Dayton, Ohio.

WONDER CORN, popcorn. Use claimed since Aug. 25, 1931, by Emil C. Roschman, doing business as Brownie's Corn Shop, Belvidere, Ill.

TALISMALT, honey, cocoa. Use claimed since Aug. 1, 1930, by Fabrique De Chocolat Et De Produits Alimentaires, De Villars, S. A. Fribourg, Switzerland.

BERMALINE, bread, cakes, cookies, wheat flour, etc. Use claimed since Aug. 24, 1894, by Montgomerie & Co., Ltd., Glasgow, Scotland.

AMERICAN PRIDE, bakery products. Use claimed since June 15, 1932, by National Biscuit Co., New York, N. Y.

WAKEFIELD DAIRY, ice cream, etc. Use claimed since May 19, 1931, by Simpson Bros., Inc., doing business as Wakefield Dairy, Washington, D. C.

CURLI-Q, confection, namely, an ice cream and cake combination. Use claimed since Aug. 30, 1932, by Beatrice Creamery Co., Chicago, Ill.

VALENCIA and design, sweet biscuits. Use claimed since Mar. 10, 1931, by All Nations Bakers, Inc., New York, N. Y.

SKATE, ice cream and sherbet. Use claimed since Aug. 9, 1932, by Swift & Company, Chicago, Ill.

PATSY ANN, cookies and cakes. Use claimed since July, 1928, by Mitchell Bakery, Independence, Kans.

FAMICO, candy, chocolate, etc. Use claimed since July 22, 1932, by F & M Importing Co., Inc., doing business as Famico Co., Los Angeles, Calif.

KESSLER'S MIL-KE-CHOC, chocolate malt syrup. Use claimed since Dec. 5, 1931, by Kessler Foods, Brooklyn, N. Y.

YEASTOMALT, food product consisting of chocolate, malt, yeast, cane sugar, etc. Use claimed since May 14, 1930, by Bernard Fieg, Brooklyn, N. Y.

BLUMAS, chocolate malt syrup. Use claimed since Oct. 1, 1915, by Bluma Rubin, Brooklyn, N. Y.

SAFEBREAKTH, candy used as a perfume for the breath. Use claimed since Sept. 1, 1932, by Armand H. De Mott, doing business as Safebreak Products Co., Brooklyn, N. Y.

USE YOUR CENTS, candy. Use claimed since Sept. 30, 1932, by the Curtiss Candy Co., Chicago, Ill.

OLD KING KOLD, frozen fruit bars. Use claimed since Oct. 5, 1932, by Old King Kold Corporation, Nashville, Tenn.

VITA-SICLE, frozen confection. Use claimed since July, 27, 1932, The Popsicle Corporation of the United States, New York, N. Y.

PY-SICLE, frozen confection. Use claimed since July 27, 1932, by The Popsicle Corporation of the United States, New York, N. Y.

CHOCSICLE, frozen confection. Use claimed since Aug. 4, 1932, by The Popsicle Corporation of the United States, New York, N. Y.

CREMEFROST, frozen confection in the nature of sherbets. Use claimed since Sept. 1, 1931, by Georgia-Carolina Dairies, Augusta, Ga.

BIG FROSTY, ice cream in the form of ice cream sundaes, ice cream cones, and ice cream packages. Use claimed since July 28, 1932, by The Dry-Kold Refrigerator Co., doing business as Big Frosty Co., Niles, Mich.

..What The N. C. A. Is Doing..

*A review of Association activities
and services now operating in the
interests of the Candy Industry*

By FRANK S. RECORDS
Secretary, National Confectioners' Association

THE past year has been outstandingly one of change in the National Confectioners' Association. That it has been a year of progress and development as well is the hope and the belief of those who have guided the destiny of the Association through this trying period.

While our fiscal New Year occurs in April, it is natural to pause at the end of the calendar year to look back—and forward—at the Association and its relation to the industry.

The N. C. A. is now in its fiftieth year. Certainly it cannot be said that the Association remained static and unchanging throughout that half century of shifting economic conditions. Yet in certain ways, 1932 found the Association antiquated, as compared with the many other trade associations which had sprung up within recent years. Its constitution and by-laws were unwieldy and did not permit of the most efficient functioning of the Association and its various committees. The old documents were discarded and in their place were formulated thoroughly modernized by-laws, stating clearly and tersely the aims of the Association, the functions of its various members and officials and other important matters.

Association's Aims

The aims of the Association are summarized thus:

1. To advance the standard of quality of confectionery and to prevent harmful adulterations and misbranding.
2. To promote lawfully the common business interests of its members and to establish and maintain



Frank S. Records

more intimate relations between them.

3. To take united action upon all matters affecting the welfare of the industry at large.

4. To promote uniformity between such National and State and Municipal Ordinances and Rules, Regulations and Standards governing enforcement as shall affect the industry at large.

5. To promote in all practical ways sanitary conditions in the manufacture and sale of confectionery and kindred products.

The Trademark Service, which has been of ever-increasing value to the membership and which becomes more involved each year as more trademarks are registered, was separated from other Association activities and was placed in charge of Mr. Walter C. Hughes who had been Secretary of the Association

for twenty years. The new secretary was thus enabled to give all of his time to other activities and to add new services for the benefit of members.

One of these new services is the Past Due Accounts report, sent the members monthly. This information is compiled by means of a questionnaire in which each member is asked to list names of his own past due accounts, with the amount due and the length of time they are overdue. This service, inaugurated in October, was enthusiastically received by the membership. Many have said that this information, based on the actual experience of manufacturers and relayed promptly through the Association office, is extremely valuable at this time, when conditions which determine credit extension are subject to so many rapid changes.

Traffic rates have been a matter of serious concern to the confectionery industry during the past year and the Association last August found it advisable to add a Traffic Representative to the staff of the national office in Chicago. Mr. Fred J. Mueller was retained in that capacity. Through this department, the Association is fighting for more equitable freight rates for the industry.

Taxation and Finance

Another problem which looms large on the candy man's 1932 calendar is the Federal Excise Tax. A committee headed by Mr. William F. Heide, of New York, fought valiantly to save the industry from an unfair share of the tax burden. Their presentation of facts at the hearing in Washington undoubtedly saved the industry from the five per cent tax which was originally in-

WHAT THE N. C. A. IS DOING

tended, reducing the excise tax to two per cent. It is estimated that this saved the industry approximately \$7,000,000. As the end of the year approaches, we face the probability of another fight on this question, the present taxes having fallen far short of balancing the government budget. To arm itself for such a fight, the Association is raising a special fund. Members are contributing to this fund generously, regarding it as a form of insurance against further burdensome taxation.

The national office has benefited in efficiency by the Association's plan of modernization. The old system of bookkeeping has been discarded and the more modern accrual system installed. Association finances are strictly budgeted. A new Budget and Finance Committee, appointed in August, has the responsibility of supervising expenditures. This committee is composed of Edward W. Boehm, Walter H. Johnson and Andrew E. Ziegler.

This program of expansion would seem at first glance to belong to a resume of 1929 activities rather than to the lean year of 1932. However, the Association is actually spending less than it did before these changes were made. Indeed the necessity for the most rigid economy was uppermost in the minds of Association leaders as these plans took shape, general business conditions having been reflected in a reduced income for the Association. Salaries and operating expenses have been reduced. Publications have been consolidated so far as possible into one monthly Bulletin. Economies small and large have been effected in every phase of the Association program. We have been able to solve the difficult puzzle which is demanded today of every organization—more service at lower cost.

A Summary of the Association's Services

Although most readers of *THE MANUFACTURING CONFECTIONER* are familiar with the plans and purposes of the Association, a resume of its leading activities seems in order at this time. Perhaps members, in reading this summary, will discover services which they have neglect-

ed to use and so make the Association of greater value to them. There are 11 leading services:

1. Mr. Parker Jones, Washington representative of the Association, keeps us informed on matters of legislation and executive action. Recently this service has been especially valuable in keeping us advised of Internal Revenue Bureau rulings on the application of the excise tax.

2. Any manufacturer encounters problems which may be solved by our Legal Department. The acceptability of certain packages in various states, the interpretation of State and Federal laws as they apply to the manufacture of candy, and countless other matters are referred to this department which is fully equipped to handle them.

3. A great deal of money, time and effort are saved members each year by the Trademark Counsel. This service is almost indispensable to manufacturers who must select a name for a new piece or package of candy.

4. The Traffic Department answers queries on traffic matters, though its principal function is to bring about an inter-territorial application of freight rates, abolishing the discrimination which now exists.

5. The Insolvent Debtor Service investigates the responsibility of debtors. Creditors are notified of the advisability of accepting offers of settlement made by the debtors. The Association attempts to determine whether or not there is evidence of fraud in any offer of settlement.

6. The new Past Due Accounts Service is another which directly saves money for those who use it, since it enables manufacturers to judge whether or not to extend credit. This service is to be enlarged and rendered still more valuable.

7. The Educational Department

wages a continuous campaign for publicity favorable to candy and combats adverse attacks on candy as they appear in the press. It is also an Information Bureau from which members may obtain information on candy and nutrition, the use of candy in entertaining and other phases of candy consumption. This service is extensively used by members as an aid in their own publicity or advertising problems.

8. The Jobbers' Cost Survey, conducted by the Department of Commerce with the cooperation of the Association, is of great value in informing members about the vital matter of distribution costs. The expert services of Captain R. L. Purdon, of the Department of Commerce, are made available, through this survey to every candy manufacturer.

9. The General Information Bulletin, issued monthly, gives all news pertaining to the Association and many items of concern to the industry as a whole.

10. The annual convention and exposition gives opportunity for an exchange of ideas among members. The programs are constructive and helpful. The exposition, with its annual display of new equipment and supplies, is rich in new ideas for manufacturers.

11. The Association files have been built up over a period of many years and are probably the largest source of information about candy in existence. The Association answers questions of all kinds, giving its members much information which would not be obtainable elsewhere.

The Annual Convention

While many of the conditions which have put every organization to a severe test during the past few years will probably remain with us during the next year, other conditions seem to augur an excellent year for the Association.

Our convention next June should be unusually successful. It marks the 50th annual convention of the Association and, though the average business man is little given to sentiment in such matters, this occasion

(Continued on page 41)



Dollars Over the Dam

Will manufacturers continue to let competitive suspicions and jealousies run them out of business? . . . Read what Mr. Gooch has to say on this vital subject

By JOSEPH GOOCH, JR.
President Candy Institute of America, Inc.

YOU have asked me for something for your December review. I am not very good at reviewing things when we are on the threshold of another year—except as we see a course more clearly through retrospection.

My belief is, that over \$5,000,000 a year in profits goes over the dam within this industry, due to manufacturers going off "half cocked" on rumors, generally traced to a buyer trying to work one salesman against another or to a salesman with an ear for loose gossip.

We had a case last week where one manufacturer cut his price on a certain kind of confection 5c a box and thereby precipitated a general cut, with others, of 10c and as high as 15c.

We subsequently had a meeting with this group and the first manufacturer admitted that four of his salesmen, because of the fact that they weren't getting the business, had sold him to the idea that two of his competitors had "inside discounts" and they were getting the velvet.

At this meeting, when everything was checked up, we found a situation, on this particular kind of confection, of very little business at present. The first manufacturer, who went off "half cocked" and all the rest that followed, agreed that it was plain stupidity. It is always harder to lock the door after the horse has been stolen.

Competitive Suspicions and Jealousies Ruinous

Over the past month I have been in the field almost continuously—meeting manufacturers individually and through meetings.

The industry is filled with distress—fear—doubt—hesitancy—complexes. Competitive suspicions and jealousies are doing more to run this industry ragged than any other one thing.

There are still a lot of manufacturers that don't realize that 45 per cent of the 1929 and 1930 volume has gone over the dam in dollars. There are a lot of manufacturers (and they are going to take a further sweet licking) who haven't yet made any deliberate, intelligent adjustment in their overheads—who are still working on the unsound theory that if they can run their plants full steam, they don't need to cut their overheads—trusting in the Lord to see a profit at the end of the year. Thinking that they are going to get the capacity, they cut prices. That pulls other manufacturers down to their level—they then have no advantage—all are in the same boat—all suffer and all go "red."

The smart manufacturers of this industry are those who have intelli-

gently and deliberately readjusted their operating overheads in ratio to smaller producing capacity.

A manufacturer said to me the other day, "Yes, but how are you going to adjust overheads of rent—carrying charges—insurance—taxes and such?" You can't, they are fixed, but they are only a relative part of the whole. You may have to adjust even more deeply on the adjustable items to offset the holding of the uncut, fixed charges.

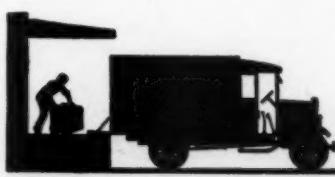
Prices Must Be Held Up

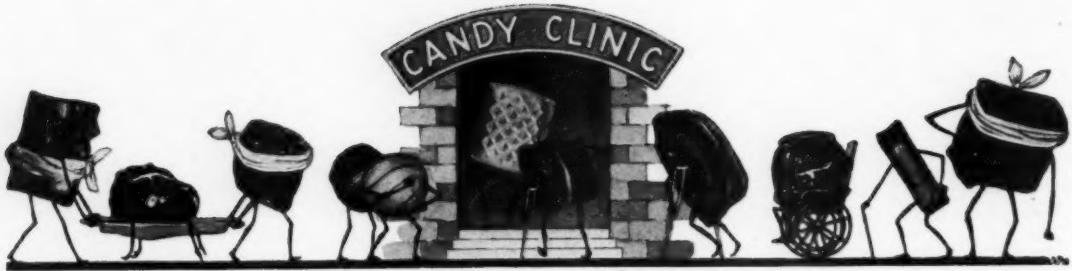
It is impossible in '33 for any number of manufacturers to keep out of the "red," to show even a minimum profit, except through prices that will permit their paying their way and not borrowing. When volume goes down, prices must be held up. If every manufacturer would recognize the fundamentals of this situation—adjust himself intelligently to a smaller volume—taking out of this industry this present, hectic, destructive state of price warfare, he would have something to show for his year's work. Certainly he is entitled to that something.

Don't anyone feel that I am chasing rainbows or that I am dealing with anything that is new to you or that I think anyone is going to wave a wand and accomplish this. It will only be accomplished by sober, intelligent understanding and that is all that can be spread on the minutes of any meeting, anywhere today.

I believe there are ways that this Institute can help in '33. Certainly

(Continued on page 54)





The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.

This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.

Next month we will discuss Holiday Packages.

1932 Clinic Selections

Code 1C 32

Assorted Chocolates—5 Lbs.—\$1.29

(Purchased in a chain cigar store in Boston, Mass.)

Appearance of Box: Good for this priced goods.

Box: Holiday top, full telescope; tied with red ribbonzine.

Appearance of Box on Opening: Good.

Chocolate Coatings: Milk and dark.

Coatings—

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good for this priced goods.

Centers—

Coconut Paste: Good.

Fruit Cake: Good.

Nougat: Good.

Jellies: Good.

Creams: Good.

Peanut Clusters: Good.

Caramels: Good.

Assortment: Good.

Remarks: This box of holiday chocolates was the best examined by the Clinic this year. The coatings were good; candy was well made; the creams were of good texture and flavor. All pieces were cupped and the packing was well done.

The clerk who sold the box did not know the manufacturer's name—it did not appear on the box. If you wish to avoid trouble, always put your name on your merchandise.

Have tried at two different times to find the name of the manufacturer of this box of chocolates, but could not find out

[This month's Clinic is devoted to a selection of the outstanding packages, bars and assortments which have been analyzed during the past year by this department. From each class of confection examined we have endeavored to choose what, in our opinion, represented the best merchandise offered, taking into consideration the value for the money, quality, workmanship, and appearance. These have been chosen with absolute impartiality and a sincere effort has been made to consider every factor which might logically be considered a determining one. The various Clinic reports have been reproduced just as they have appeared in the original issues.—Editor.]

Appearance of Package: Good. This box is made to look like a book, colored in green and gold, tied with orange ribbonzine. Bottom part of box glued to back cover. Transparent cellulose window.

Roast of Nuts: Good.

Salt: Good.

Taste: Good.

Texture: Good.

Assortment: Good; peanuts, almonds, brazils, cashews, filberts and pecans.

Remarks: This is a very fine package of salted nuts and the price is reasonable considering the packaging.

This package was something entirely different in containers for salted nuts. It made a very attractive appearance, was neatly put up and well planned. The assortment of nuts was good as well as the quality. This type of salted nuts is seldom sold for less than \$1.25 to \$1.50 a pound.

Code dd 32

Molasses Kisses—2 Ozs.—10c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good.

Box: Folding. Inner box wrapped and sealed with wax.

Contents: Molasses kisses wrapped in brown printed wax paper.

Colors: Good.

Texture: Good.

Flavor: Good.

Remarks: Kisses have been on the market for years. Regardless of where they are purchased the quality

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and condition of this candy is invariably excellent.

These kisses are one of the best examined by the Clinic the past year. The quality is of the best. The package is well put up and care is taken to see that the candy arrives in the hands of the consumers in perfect condition. This is one of the "lasting" packages of this type of goods on the market today.

Code 2A 32

Assorted Chocolates—1 Lb.—\$1

(Purchased in a confectionery store in New York City.)

Appearance of Package: Good.

Box: Round tin, colored dark blue with gold border. Packed in open face carton; wrapped in transparent linen cellulose. A neat looking tin.

Appearance of Tin on Opening: Good. Silver foil around edge of tin.

Chocolate Coating: Dark.

Color: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers—

Glace Pineapple: Good.

Glace Cherries: Good.

Pistachio Nougat: Good.

Vanilla Caramel: Good.

Raisin Clusters: Good.

Ginger: Good.

Vanilla Coconut Paste: Good.

Nut Hard Candy Taffy: Good.

Butter Crunch: Good.

Orange Peel: Good.

Orange Jelly and Marshmallow:

Good.

Raspberry Jelly: Good.

Figs: Good.

Dates: Good.

Filberts: Good.

Walnuts: Good.

Brazils: Good.

Solid Chocolate Leaf in Foil: Good.
Assortment: Good.

Remarks: This is one of the best dollar chocolates examined by the Clinic for some time. Centers were well made, assorted and neatly packed. It is a good looking package.

Any amount of \$1.00 chocolates are on the market today, but only a few are worth a dollar a pound. The above box stood out above all others examined by the Clinic, at the time. The entire box was well planned, neatly put up and attractive looking. Centers and coating were of quality, workmanship was of the best. A "hang up" box of chocolates can be put up at the price of one dollar today. Better one pound boxes can be purchased from sixty cents to eighty cents a pound than some of the other dollar packages examined by the Clinic.

DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.

Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.
—Editor.

Code 3S 32

Assorted Chocolates—4 Ozs.—10c

(Purchased in a railroad depot in Boston, Mass.)

Appearance of Package: Very good. One-layer square box, colored in blue; wrapped with transparent cellulose.

Contents: Ten pieces of chocolates.

Coeating: Sweet chocolate.

Color: Good.

Gloss: Good.

Strings: Neat.

Taste: Good.

Centers—

Chocolate Caramel: Good.

Molasses Chip: Good.

Vanilla Cream: Good.

Nougat: Good.

Vanilla Coconut Paste: Good.

Orange Cream: Good.

Coconut Cream: Good.

Peppermint Cream: Good.

Assortment: Good.

Remarks: This box of chocolates is of good quality and exceptional value. The profit, if any, on this package must be very little. It should enjoy a long life at the price of 10c.

This small package stood out above the others examined by the Clinic. Any amount of small packages can be found at the price of 10c, but very few are up to standard. The assortment of centers was very good, also the quality.

Code 4J 32

Assorted Easter Box—14 Ozs.—25c

(Purchased in a chain store in Boston, Mass.)

Appearance of Package: Good.

Box: One-layer, printed in blue with Easter design. Neat and seasonable.

Appearance of Box on Opening: Very good. Partitioned and packed with green paper grass. Center of box contained assorted chocolates, jelly and cream eggs around edges.

Cream Eggs: Foil wrappers; good.

Jelly Eggs: Good.

Assorted Chocolates: Milk and dark.

Colors: Good.

Gloss: Good.

Strings: Good.

Taste: Good.

Centers: Good.

Remarks: This is an exceptional Easter box at the price of 25c. The quality of the candies is exceptionally good for this priced goods. Packing was well planned; layout very good.

To pack Easter assorted boxes at the price of 25c is not easy. The above box was superior to some priced considerably higher. This package was well planned and well packed. It was also very attractive.

Code 4X 32

The Bunny Family—2 Ozs.—5c

(Purchased in a drug store in Boston, Mass.)

Appearance of Package: Good. Five flat moulded milk chocolate sitting bunnies in transparent cellulose bag.

Chocolate: Good for this priced goods.

Moulding: Good.

Taste: Good.

Remarks: This is a good, inexpensive Easter novelty package.

For moulded pieces the above ranked highest. Pieces were well moulded and of good quality for this priced goods.

Code 4Aa 32

Chocolate and Peanuts—8 Ozs.—10c

(Purchased at a newsstand in Boston, Mass.)

Appearance of Bar: Good.

Texture: Good.

Taste: Good.

Peanuts: Well roasted.

Remarks: This is the best bar of its kind selling at 10c for 8 ozs. There are a number of others at the same price and size but the quality is not as good.

Any amount of half pound chocolate bars priced at ten cents can be found, but most all are of very inferior quality. The above bar is of good quality and neatly wrapped.

Code 5G 32

Assorted Chocolates—12 Ozs.—\$1.35

(Purchased in a restaurant in New York City.)

Appearance of Package: Good.

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Box: Oval-shaped enameled tin, blue and white Dutch scenes on sides and top. White transparent cellulose wrapper. Very attractive.

Appearance of Box on Opening: Good. All pieces foil wrapped. Gold edged cups.

Chocolate Coating: Dark.

Color: Good.

Gloss: Fair.

Strings: Plain.

Taste: Good.

Centers—

Cream and Pineapple: Good.

Nut Praline: Good.

Soft Caramel: Good.

Ginger Cream: Good.

Maple Pecan Cream: Good.

Ginger: Good.

Almonds: Good.

Nougat: Good.

Coffee Creams: Good.

Chocolate Caramel: Good.

Milk Chocolate Filbert Paste: Good.

Almond Paste and Chocolate: Good.

Apricot Jelly and Almond Paste: Good.

Sugar Coated Filbert: Good.

Vanilla Caramel Wafer: Good.

Raspberry Jelly: Good.

Almond String: Good.

Cream Almond: Good.

Vanilla and Chocolate Caramel: Good.

Pistachio Nuts and Gauach: Good.

Truffle: Good.

Almond Paste and Chocolate: Good.

Coffee Cream: Good.

Assortment: Good.

Remarks: The chocolate coating used is exceptionally fine. The centers were good but not the type of centers found in boxes manufactured in the States. The quality and workmanship were of the finest.

The above package was picked out as the best for this month. The container was different and very attractive, and was neatly packed. Centers and coating were of the best quality. A box that retails over one dollar a pound ought to be a "bang up" package. At the prices of raw materials, etc., the finest raw materials can be used, but we find inferior goods are on the market even at high prices.

Code 6B 32

Chocolate Covered Marshmallow Bar—1½ Ozs.—5c

(Purchased in a hotel lobby, Brooklyn, N. Y.)

Appearance of Bar: Good.

Coating: Bittersweet; good.

Marshmallow—

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the best marshmallow bars examined by the Clinic.

We find any amount of 5c marshmallow chocolate covered bars on the market. Very few are up to standard. The above bar

was well made and the coating was of good quality. Some coatings on marshmallow bars are not fit to eat.

Code 6I 32

Chocolate Fudge Bar—2 Ozs.—5c

(Purchased at a newsstand in New York City.)

Appearance of Bar: Good. Wrapped in transparent cellulose.

Color: Good.

Texture: Good. . .

Taste: Good.

Remarks: This is one of the best fudge bars examined by the Clinic.

Fudge bars are made from anything starting from scrap, by the taste and texture of some bars examined. One wonders what they are made of. The above bar was of good quality and very fine eating.

Code 6Ii 32

Assorted Wrapped Caramels—1 Lb.—39c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: Packed in a blue tray. A farm-land scene on top of transparent wrapper.

Assortment: Plain vanilla, vanilla marshmallow, vanilla nut, plain chocolate, chocolate marshmallow, chocolate nut.

Vanilla Caramels—

Color: Good.

Texture: Good.

Taste: Good.

Chocolate Caramels—

Color: A trifle light.

Texture: Good.

Taste: Good.

Remarks: This is one of the best wrapped caramels at the price examined by the Clinic.

The above box of caramels was of good quality, well put up. The box had individuality and was attractive. We find a number of very cheap caramels on the market, some not fit to eat. Caramels are one of the most abused candies on the market today.

Code 8L 32

Summer Candies—8 Ozs.—50c

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good.

Box: White transparent cellulose tray. Folding slip cover printed in a summer scene. Neat, attractive and seasonable looking. All pieces wrapped in white transparent cellulose and cupped. White divider used.

Contents—

Assorted Chewey Kisses: Good.

Brazil Caramel: Good.

Caramel and Marshmallow: Good.

Peanut Chew: Good.

Assorted Nut Coconut Truffle: Good.

Assorted Panned Jelly Opera Drops: Good.

Vanilla Marshmallow Caramel: Good.

Almond Paste Pear: Good.

Chocolate Whirl Caramels: Good.

Vanilla Whirl Caramels: Good.

Sugared Gum Drops: Good.

Vanilla Pecan Caramel: Good.

Vanilla Nut Fudge: Good.

Molasses Black Walnut Chew: Good.

Chocolate Paste Rolled in Almond: Good.

Assortment: Good.

Remarks: This is a very good assortment of summer candies. All are of good quality and taste. All pieces were in good condition. Package is well put up and ought to be a good seller.

We find any number of summer packages at different places, some are poorly put up and again we find anything but summer candies in these boxes. Pieces that do not keep during the hot weather do not belong in a summer box. The above box was well planned, the assortment was good for a summer package. The price was in line and the candies were of good quality.

Code 8S 32

Assorted Sticks—8 Ozs.—10c

(Purchased in a drug store, New York City.)

Appearance of Package: Good.

Contents: Ten sticks about six inches long, each wrapped in white transparent cellulose and tied with pink grass ribbon.

Colors: Good.

Gloss: Good.

Flavors: Good.

Stripes: Good.

Remarks: This is a good sized package of sticks for 10c. The candy was well made and neatly put up.

Sticks in Cellophane are very well displayed. Prices range from five to thirty cents. Some are poorly made and not properly packaged, causing sticks to grain, stick together, etc. The above package was well put up and candy was in perfect condition. This package is cheap, 8 ozs. for 10c.

Code 9M 32

Peanut Taffy Bar—30 Grams—1c

(Purchased in a chain store, Chicago, Ill.)

Appearance of Bar: Good. Printed glassine wrapper.

Size: Good.

Texture: Good.

Taste: Good.

Remarks: This is the best eating and tasting undipped 1c piece the Clinic has examined for some time. Piece had an exceptionally good taste.

One cent pieces are, without doubt, the finest the candy business has ever seen. Pieces are of good size and quality. The above 1c piece is of very fine quality and well wrapped. In most all peanut bars we find the peanut only partly roasted, which makes a poor eating piece. Peanuts in this bar were well roasted.

1932 CLINIC SELECTIONS

Code 9S 32

Three Milk Chocolate Covered Bars—4½ Ozs.—5c

(Purchased at a newsstand, Boston, Mass.)

Appearance of Package: Good. Three bars, centers of light nougat, dipped in milk chocolate, wrapped in printed glassine.

Coating: Good.

Centers: Good.

Flavors: Good.

Remarks: This package of bars is, no doubt, an exceptional value but it does not help the bar business or the retail man. The consumer is going to spend less money for candy when a bar of this size can be purchased for 5c.

The above package stood out above all others in quality, size and price. While a bar of this type is not a healthy thing for the candy business, it is exceptionally good value. The quality is better than a number of smaller bars, of the same type. It will be interesting to see what the life of a bar of this size will be.

Code 10N 32

Assorted Salted Nuts—1 Lb.—\$1

(Purchased in a drug store, Boston, Mass.)

Appearance of Package: Good. White and black printed tin box. Neat, different and attractive.

Appearance of Tin on Opening: Very good. Nuts are put up in a moisture-proof Cellophane bag. Box has a liner.

Roast: Good.

Texture: Good.

Salt: Good.

Taste: Good.

Pieces: Very few.

Assortment: Almonds, cashews, pecans and filberts.

Remarks: This can of salted nuts is one of the best the Clinic has examined this year. The package was well planned and well put up.

Salted nuts have had a bad setback the past year. Of course, this is in line with all high priced candies, etc. The above package of nuts was one of the finest the Clinic has ever examined. The package was put up exceptionally well and the nuts were in perfect condition.

Code 10G 32

Butterscotch Chews—3 Ozs.—5c

(Purchased in a candy store, Richmond, N. Y.)

Appearance of Package: Good; 15 pieces wrapped in wax paper, put in a boat, Cellophane wrapped.

Color: Good.

Texture: Good.

Taste: Good.

Remarks: This is one of the largest packages of this kind examined by the Clinic this year. The quality is very good for this priced goods.

The above package stood out above all other packages of this type. The package was well put up and made a good appearance for a 5c seller. A number of these packages can be found but some are unfit to eat. The quality was exceptionally good for a five cent seller.

Code 11H 32

Assorted Crystal Cordials—1 Lb.

—\$1

(Purchased in a department store, Chicago, Ill.)

These cordials are sold in bulk.

Colors: Good.

Flavors: Good.

Cordial: Good.

Crystal: Good.

Remarks: These cordials are of exceptional quality. Flavors were very good.

This type of candies is fast disappearing. A few years ago, any amount of these candies could be found in the smallest retail store, but very few carry any kind of cordials now. Cordials and pan goods have been abused and the consumer is buying other candies. The above cordials were exceptionally good. Colors, flavors and panning were of the best.

Code 11I 32

Cordial Fruits—1 Lb.—75c

(Purchased at a candy store, Chicago, Ill.)

These fruits are sold in bulk.

Chocolate Coating: Dark.

Gloss: Good.

Strings: Good.

Taste: Good.

Cordial: Good; strawberries, pineapple and cherries.

Remarks: These are very fine cordial fruits.

Cordial fruits are one of the hardest candies to manufacture and ship. No doubt this is the reason so few are to be found. The above goods were purchased in a retail store, and were of good quality and cheaply priced at 75c a pound. This type of candies has to be turned over quickly and, no doubt that is the reason the wholesale houses have trouble in handling this type of goods.

Cleanliness Institute Awards for Employe Welfare Work

FOURTEEN executives of industrial organizations were honored today by Cleanliness Institute, in New York, for their work in furthering industrial cleanliness among their own employes. They are: Maxime Q. Ducharme, managing director, Hotel Winfield Scott, Elizabeth, N. J.; B. W. Elsom, assistant superintendent, Boston Store, Milwaukee, Wis.;

J. R. Fitz Gerald, superintendent, Woodlawn Farm Dairy Co., Scranton, Pa.; D. R. Grant, Beech-Nut Packing Co., Canajoharie, N. Y.; Charles W. Hill, Peter Cailler Kohler Swiss Chocolates Co., Fulton, N. Y.; Miss H. Adele Howe, supervisor of employment and training, R. H. White Co., Boston, Mass.; Miss Ann Little, personnel director, Wm. Taylor Son & Co., Cleveland, Ohio; A. D. Lynch, director of personnel, Ohio Brass Co., Mansfield, Ohio; W. I. Newman, employment manager, Consolidated Ashcroft Hancock Co., Bridgeport, Conn.; L. W. Parsons, manager, Stacy-Trent Hotel, Trenton, N. J.; Harry L. Randall, plant manager, Fisher Body St. Louis Co., Janesville, Wis.; K. E. Roof, welfare manager, Willard Storage Battery Co., Cleveland, Ohio; A. J. Smith, Eagle-Picher Lead Co., Joplin, Mo.; T. F. Wettstein, vice-president and manager, Midwest Carbide Corporation, Keokuk, Iowa.

These citations and awards of twenty-five dollars each were made-in connection with an inquiry by Cleanliness Institute as to the extent to which cleanliness is recognized by industrialists as a factor in maintaining and bettering efficiency, morale and health among employees. Seven thousand business concerns, including manufacturing plants, hotels, restaurant chains, public utilities, and department stores, were invited to submit their programs for employee and plant cleanliness. The Institute made its awards for programs now in operation and which it can use in advising other industrialists who are undertaking cleanliness campaigns.

Commenting on the returns to the inquiry, Nelson N. Marshman, director of Industrial Service of Cleanliness Institute, said that there is a growing recognition among employers of the importance of providing the means for personal cleanliness as well as clean working conditions. "The factory worker or mill hand appreciates a chance to clean up before leaving the plant at night. It gives him a sense of well-being and of self respect to which he is as much entitled as his white-collar neighbors. Besides that, employes who work in conditions as clean as the type of industry permits are a business asset because their efficiency is greater, they are less apt to transfer communicable industrial diseases to their fellow workers, and their attendance records show less time out for illness and accident.

"Analyses of the replies received by Cleanliness Institute from companies which have well developed and well controlled cleanliness programs show that personal cleanliness is one of the deciding factors in hiring employes, regardless of skill or other abilities and fitness. There is also evidence that increasing numbers of industrial plants are being equipped with shower baths and washrooms and that frequent use of these facilities under supervision is a requirement in the interest of the employer and employe."

Candy Review for 1932

By ERIC LEHMAN

FIN reviewing each month's Clinic for the past year, we have endeavored to select the one outstanding package of the month. The merits of these individual packages are presented in the accompanying pages of the Clinic.

The quality and quantity of the candies, the container, the arrangement of packing, and prices were the main points upon which the selections were based.

Below, in the interest of better production and better marketing, let us review the various types of goods discussed by the Clinic during the year.

Salted Nuts and Holiday Packages

For January, we had salted nuts and holiday packages. The salted nut business has suffered a considerable decrease the past year. The quality of salted nuts is better than ever, but this is high-priced goods, and the consumer is not buying high-priced nuts or candies, at this time. Without doubt, the nut business will "come back" as soon as business becomes better. The nut business grew in leaps and bounds a few years ago and the consumer still likes salted nuts, as a large amount of small bags and packages are being sold. The half and one-pound boxes are moving very slowly. A number of outlets do not carry half or one-pound packages. Most stores carry only the five, ten, and fifteen-cent packages.

The cheap dollar to two-dollar holiday packages containing five pounds of chocolates are more or less very inferior candy. There is no reason why a good five-pound box of chocolates cannot be made at the above prices and a fair profit made. Raw materials were never cheaper.

This type of holiday box is, as a rule, consumed by the family. Here



is a fine chance to build good will. If the candy is good the whole family will look for the same name when they purchase candy again. Some of these boxes contain the rankest kind of chocolates, and, again, some contain very good and quality candies.

Dollar Chocolates

In February we examined the dollar chocolates. Here we find all kinds of chocolates that sell for one dollar and in some cases are worth fifty or sixty cents. The dollar box was the most popular seller a year or so ago, but, at this time, we find "bang up" boxes of chocolates ranging in price from twenty-nine cents a pound to one dollar the pound.

The dollar box is coming back and the manufacturer who puts out a good dollar box is going to enjoy a good business a year or so from now.

In putting up a box of chocolates for a dollar assortment, box centers, etc., ought to be well planned and carefully put up to assure the consumer a good box of candy. Quality is the main thing to be careful of. The best raw materials may be used, but care and good manufacturing is also needed to make a well finished box of chocolates. Plan packing so goods will ride well, so that they will not become scratched and broken.

Home-Made Candies

Home-made candies were featured in the March Clinic. As a rule, home-made candies, being so perishable, are seldom handled by the large wholesale manufacturer. We find a few home-made

pieces in boxes with chocolates. These pieces, if carefully made and wrapped in wax paper, will "stand up" a reasonable length of time. Bon bons, if crystallized, will "stand up," but putting out any kind of home-mades is dangerous. If boxes containing home-mades could be sold direct to the retailer, a good business could be had, but if goods have to go to a jobber first, a great amount of trouble and returned goods can be expected.

Small packages are slow sellers. Five-cent packages are fast sellers, ten-cent packages do not move very fast, and there is very little business to be had for those over ten cents. The best selling small package is a chocolate covered cream peppermint wafer and assorted chocolates. Regardless of how neat or attractive looking a fifteen-cent to twenty-five-cent package may look, it is a slow seller. At the present time, when a good box of chocolates can be purchased so reasonably, small packages do not receive any attention at all.

Easter Packages and Chocolate Bars

Our Clinic theme for April was Easter packages and chocolate bars. An Easter package is mostly for the children, and some very attractive assortments are put up for the Easter holiday. These packages find a ready sale if priced at fifty cents or below. The higher priced assorted boxes do not move as fast. This kind of box can be put up inexpensively and good candies of the Easter type used.

The solid chocolate bars priced at five cents and ten cents are getting larger and larger. How any profit can be made on these bars is a mystery. Of course, some of these chocolate bars are very poor eating chocolate, some are unfit to eat. Again, we find one-pound bars retailing at seventeen cents that are good eating chocolate. Some of the

CANDY REVIEW FOR 1932

half-pound bars retailing at ten cents are good eating but most all are anything but good eating or tasting chocolate.

The Plight of Fancy Packages

For May we have fancy packages one dollar and a quarter a pound and up. The fancy packages the past year have had a bad time of it. Anything priced over one dollar the pound has been a very slow seller. Even the one dollar boxes have had an up hill fight with all the thirty-nine cent, forty-nine cent and sixty-cent packages on the market.

Some of the retail outlets would not stock any box over one dollar the pound. They moved too slowly they said. The different holidays helped to move some high priced boxes but very few were sold at other times. The consumer expects a wonderful pound of chocolates when he pays over one dollar a pound and he is entitled to it. Very fine goods can be purchased at fifty cents to sixty cents a pound. A number of boxes selling for over a dollar a pound are in the fifty and sixty-cent class.

Cheap centers, coating and poorly packed boxes at one dollar the pound or higher are not going to have a long life.

Marshmallows, Fudge and Caramels

We took up the subject of marshmallows, fudge and caramels for our June Clinic. Two years ago Cellophane was the cause of marshmallows coming back in a big way. We found these packages of marshmallows in shoe shine stands, pool rooms, and, in fact, any old place. Then everybody made a Cellophane package, one size or another. They not alone killed the marshmallow business but all lost money in the end, by turning out the cheapest kind of marshmallows and cutting prices, also offering free goods and the like.

Our old friends, caramels, and fudge have had a hard fight to stay in the picture. These two pieces are the most abused in the candy business. With a few exceptions, it is hard to pick up a good five-cent fudge bar or a package of caramels.

Either they taste like scrap or are so hard and tough they cannot be consumed.

Hard Candies Come to the Front in Cellophane Bags

For the July Clinic we worked on hard candies. Hard candies have come right out to the front with the Cellophane duplex bag. But, again, price and poor quality nearly killed a good number.

Hard candy jars were going strong, at any old price, two years ago. The past summer, very few jars were to be seen. The reason is that they all lost money on hard candy in 1931 and stopped putting out jars at ten cents and fifteen cents—also one pound jars at nineteen cents. It cannot be done, if a fair profit is going to be made.

During the recent holidays, however, we are glad to see the return of some quality hard candies in the popular priced packages in reasonable quantities that permit a fair profit.

Summer Packages, Gums and Jellies Improving

The August Clinic brought us Summer packages and gums and jellies. Some very attractive summer packages were sold this past summer. These packages, as a rule, were neatly put up, contained the right kind of candy for hot weather and were priced right. A number of manufacturers are passing up some fine business by not having a good Summer package or two.

Gums and jellies are far better than we have had for some time. With a few exceptions, the gum pieces are good eating candy, tender eating and contain good flavors. Jellies have been greatly improved by the use of pectin. The cheap Jap jelly is fast disappearing, being replaced by pectin jellies. Pectin is also being used in some gum drops. Some very neat and attractive packages of gums and jellies were on sale this past summer and were good sellers.

Five-Cent Bars and Penny Pieces

Our clinical work for September was five-cent bars and one-cent pieces. The five-cent bar is larger than it ever was. We find bars of good quality weighing from five and

one-eighth ounces, actual weight, to five and one-quarter ounces.

A carton of twenty-four bars sold by the jobber for seventy-two to seventy-five cents is something to think about. But try and figure out a profit for the manufacturer who is offering seven and one-half pounds of finished bars coated with good milk chocolate, wrapped, packed in a carton, and freight paid in many cases. This is not a healthy condition for the candy business. The consumer is getting a large quantity of candy at the cheapest of prices, and that means less candy will be sold by the retailer who is selling this type of bars.

The quality of most all the five-cent bars has improved. The bars are being packed in more attractive wrappers and cartons and are selling better than ever. A year or so ago, most bars were of crude workmanship and in many cases of very poor quality.

One cent pieces are also of good quality and size. Most all penny pieces are wrapped in a neat and sanitary wrapper, well made, weighing in some cases over one ounce. The hundred count has caused some comment and did not work out very well. Most all have gone back to the hundred-and-twenty count cartons. Penny pieces are one of the largest sellers in the candy business.

But formerly father would buy a box of candy for the family occasionally. Today he buys ten or fifteen cents worth of penny pieces and the family have sufficient candy.

Salted Nuts and Chewey Candies

On our October list was salted nuts and chewey candies. Salted nuts have suffered as all high-priced packages of candies. A good pound tin of salted nuts, a year or so ago, sold for one dollar and a half, today the same box can be purchased for one dollar, but one dollar a pound is still too high to move fast. One of the finest nut houses in the East went into the hands of a receiver a few weeks ago. The five and ten-cent packages or bags have also been slow sellers. This is caused, no doubt, by the cheap candy bars that are sold, also the large cheap chocolate bars.

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Chewy candies are still popular and some very fine five-cent packages can be found on news stands, etc. The quality in general is good as is the quantity. The candy eating public have, more so than ever before, taken a great liking to chewy candies as a preference to soft or creamy candies. This condition is also true of the package candies. Boxes containing hard and chewy centers are the fastest sellers.

Cordial Cherries and Panned Goods

We examined cordial cherries and panned goods for the November Clinic. Good cordial cherries have almost disappeared from the retail markets. Again, we see a good piece of candy going by on account of quality. We find the rankest kind of cream and cordial cherries selling from twenty-five cents up. In most cases these cherries are unfit to eat. Hard cream centers, tough, tasteless cherries and the cheapest kind of coatings are used.

A very fine eating candy can be made from cherries and cream if a little care is used and a good grade of raw materials are used. But, of course, this type of candy cannot be sold for twenty-five cents the pound.

Panned goods of the better kind are carried by only a few high grade retail stores. During the Easter season we find considerable panned eggs, etc. Outside of Easter goods, we find not a great amount of panned goods on the market. This type of candy is slowly "going out," excepting for some of the popular priced items packed in Cellophane bags. Jordan almonds we find in the high grade retail stores and very cheap almonds in the drug stores. Many retail stores do not carry panned goods.

The past year has been one that will be remembered by all in the business for a long time to come. We have seen the passing of some of the oldest houses in the business. Poor quality, cut prices, extra discounts and free goods have told a long and sad story. The old houses that are left have improved the quality of their goods, did not give extra discounts, or free goods, and will be doing business at the "old

stand" for some years to come.

Let us say good-bye to a bad, profitless year. The way things are shaping up with the Candy Institute and the National Confectioners' Association, I think we can look forward to a larger and better business, that will show black ink instead of red by the end of 1933.

Yours for Better Candy — ERIC LEHMAN.

Two Corrections

In the November issue of THE MANUFACTURING CONFECTIONER, page 31, first column, there appeared errors in the examples given for color calculation. We sincerely regret these errors and hasten to make the following corrections:

Instead of:

$$\frac{\text{Grams solute} \times \text{scale reading}}{100} =$$

$$\frac{25 \times 55}{100} = 13.75 \text{ color}$$

This should be:

$$\frac{\text{Scale reading} \times 100}{\text{Grams solute per 100 ml}} = \frac{55 \times 100}{25}$$

$$\frac{25 \times 1.625}{100} = 24.965 \text{ color}$$

This should be:

$$\frac{60 \times 100}{25 \times 1.625} = \frac{60}{40.625} = 147.7 \text{ color}$$

Ice Cream Cone Institute Formed by Manufacturers

Ice Cream Cone manufacturers have taken steps to advance the standard of quality and improve conditions in their branch of the confectionery industry by the recent formation of the Ice Cream Cone Institute of America, Inc.

It is said to be composed of the most prominent ice cream cone manufacturers in the country.

The objectives of the Ice Cream Cone Institute of America are to advance the standard of quality of all ice cream cones, and to promote in every practical way the most sanitary methods in the manufacture and sale of ice cream cones. In addition, the institute will have an educational advertising program to acquaint the public with the food value of ice cream cones, and the high quality standard that prevails in the plants of Institute Members.

Officers of the Ice Cream Cone Institute of America are: N. J. Alexander, President; G. Raimondi, Vice-President; Mitchel Glassner, Secretary-Treasurer; Leon H. Lewis, Executive Secretary.

Secretarial offices are at 64 East Lake Street, Chicago, Ill. National Headquarters are in New York City.

Confectionery Output in Canada

Canada produced 51,277,358 pounds of chocolate confectionery and 51,327,157 pounds of sugar confectionery in 1931, according to the industrial department of the Canadian National Railways. The total value of production was \$23,048,857.



The Stutz Motor Car Company now manufactures Pak-Age-Car, an automatic delivery vehicle designed to compete with the horse drawn delivery wagon in economy of operation, convenience of stopping and starting, and price. Pak-Age-Car will be on exhibit at the New York Automobile Show.

What Protection, Today, for Candy Designs?

*The Confectioner is in need
of better defenses against the
infringement of candy shapes
and package designs*

By WALDON FAWCETT

THE confectionery industry cannot be expected to live much longer on hopes alone in the matter of legal protection for its original designs or "exclusive models." With "styling" of candy, and "dress of the goods," playing more and more important part in the sharpened competition of the post-depression period, it is only too apparent that the creative forces in the industry have need of practical means to maintain monopolies in their novelties. Not one, but two angles to this protective problem demand attention.

If the manufacturing confectioner is to capitalize the good will symbolized by individuality—individuality of goods and of get-up—he requires shelter for his wares and also for the carriers in which the sweets travel to market, assuming that the latter are distinctive enough to be popularly recognizable. In other words, the pioneering captain of the confectionery industry needs to be safeguarded in the use of unique patterns, shapes, or forms of candy. Likewise, he requires security for the designs of the containers or wrappers in which his specialties are delivered to ultimate consumers. The candy clan is fairly well protected in its enjoyment of technical trade marks and brands. But it stands in need of better defenses against the infringement of packages and the imitation of candy silhouettes.

Granting that trade rivalry is giv-



ing spur to good will protection, we come back to the Do-it-now argument with which we set out. No discredit attaches to anybody in the candy community, but the bare fact is that a considerable proportion of confectionery producers have been marking time in this matter of protecting their most valuable intangible assets. Not from any unwillingness to shoulder responsibilities, nor yet from any hesitancy over the comparatively modest expense involved, but simply because the confectionery group, in common with other design-dependent industries, has been waiting for a half-promised millennium of design protection.

The Design Copyright Bill

The Congress of the United States has before it a new and revolutionary project for design protection that, if and when, it comes to pass, will render design insurance, cheaper, simpler and more quickly obtainable. In effect, what is proposed in the pending Vestal Bill is that there shall be established by Federal law a national system of Design Copyright or Design Registration—a system similar in its scope and operation to the insti-

tution of General Copyright which has been in existence for so many years and which confectioners have employed now and again to protect the contents of their house organs and subjects in the fine arts such as the decorative pictures reproduced on candy boxes.

There is no gainsaying the fact that the contemplated formula for pedigreeing designs would be a boon to many confectionery marketers, if for no other reason than that it would vastly enlarge the range of designs eligible for certificates. By recognizing that reward is due original authorship in design, this proposed Copyright scheme would allow franchises say, to candy molds that are not radically unlike everything heretofore known in the industry but that do, nevertheless, convey a new effect by re-arrangement of details already familiar. But without belittling the blessings that will flow from Design Copyright, once it is an accomplished fact, we have need to reckon meanwhile with the contingencies of immediate protection.

Even the optimists in confectionery circles have reluctantly come to realize that there is no telling when we can count upon universal protection for designs. Congressman Vestal, a driving force for design reform, died during the last session of Congress. For political reasons, a somewhat chaotic condition has existed in the 72d Congress and may carry over into the 73d Congress. Finally, there has grown up

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in Congress a rather strong sentiment in favor of trying-out the formula of Design Copyright in one or two commodity lines before launching the innovation in all sections of industry. As luck would have it, confectionery and confectionery containers would not be included in the experimental program. All of which goes to signal that, with this cherished ideal of Design Copyright, it may be a case of eventually but not now.

What, in the meantime, is to become of the cause of enforcement of respect for priority in the use of confectionery designs? The answer need not be half-way discouraging. The comforting truth is that instead of being devoid of means of design entrenchment, the confectionery industry has, at its call, several separate and distinct means of fortifying good will assets. Of late, however, it has been a case of ignoring or neglecting these alternatives under the lure of a new protection, supposedly complete in one medium. With Design Copyright indefinitely postponed, the manufacturing confectioner may be well advised to investigate the next best things for his purpose. Let us take them in order, noting, at the start, that there is no reason why several of these shields for the rewards of resourcefulness and ingenuity should not be employed at one and the same time.

"Design Patent" Effective But Costly

First and foremost of the existing means for design conservation is Design Patent. This is an institution which it has been proposed shall be abolished when Design Copyright emerges. During the wait, though, confectioners may as well make the most of the patent machinery. The truth is that Design Patent affords, at a start from scratch, more complete protection than could be given Design Copyright at its best. The only fault to be found is that a Design Patent costs much more than a copyright certificate would cost, which is, of

course, an item with the confectioner who has a number of designs to protect. And yet, more limiting in effect, the Patent Office grants a franchise only to the design that can qualify as a simon-pure "invention."

Rigid as the requirements are, in certain respects, there is reason to suspect that confectioners as a class have been too much frightened by the demand for a show of inventiveness in patentable designs. Admittedly, it is difficult to persuade Uncle Sam to issue a patent for a reminiscent design that is merely a variant of, or that simply rings slight changes on an older design already patented or well known in the trade. But it is a mistake to suppose that in a relatively simple subject, such as a candy bar or a chest for chocolates, the Federal censors exact an extreme species of invention. If a candy candidate, taken as a whole, presents an appearance different from all predecessors, it has an excellent chance for election to the patent fold. In the same spirit, the requirement that a design to be patentable must be "ornamental" is not interpreted, officially, as meaning that the design must show artistic merit of a higher order.

One handicap that, in the past, has deterred many confectioners from taking out design patents is being rapidly removed. More chilling than the lawyers' retainers and official fees, that run up the cost of design patents, have been the administrative delays that have held up the issuance of design patents—sometimes for as much as ten months or a year. This tedium and red tape has been galling, naturally, to the confectioner who is on tiptoe to get on the market a promising novelty which he expects may be seasonal or short-lived, at best. Thanks to loud protests from business, this lazy turnover at the Patent Office is being cured. Under

ordinary circumstances it is now possible for Uncle Sam to turn around on an application for a design patent in a month or less. And, if a manufacturer does not have the patience to wait even a short time for his diploma, the warning notice "Patent Applied For" will often scare away the copy-cats.

Protection Afforded by Common Law

Candy design patenting (and design copyrighting, too, should it arrive) represents, primarily, a means of discouraging infringement and of establishing priority-of-rights, if active police measures have to be taken against design trespass. Parallel to this, is a twin instrument which, without any preliminaries of design, enrollment, is available to evict the intruder upon design preserves. The weapon for direct action is the common law against unfair competition. A producing confectioner may have no patent on his designs, no registration upon his trade mark, and no copyright upon his label, yet, if a rival so mimics the appearance of his goods that customers are confused and mistakes are made in the selection of goods, he may go into court and demand that a stop be put to the masquerade and that he be awarded money damages for the injury sustained.

The common law is a much better shelter than most confectioners realize for their original designs. But there are certain requirements to be kept in mind if a design-owner is not to expect too much. First of all, there is the circumstance that the prohibition upon unfair competition can be invoked only for actual, proven injury. The candy trail-blazer cannot get satisfaction in court, the minute he sees his competitor borrow his pet design or put forth a substitute so nearly like the original that only a close comparison would establish the difference. No, he must bide his time, until the original design and its shadow have met in competition and until he can gather evidence



WHAT PROTECTION FOR CANDY DESIGNS?

that the presence of the imitative design has hurt his sales and his reputation. Furthermore, the guardian of a design must not only have evidence up his sleeve to convince the judges that he was first to adopt a given design but he must be prepared to prove that his design is truly "different" and not just one more version of a motif or pattern that is in common use in the confectionery trade.

One obstacle, that sometimes deters a confectioner from seeking redress under the common law for violation of his design, is the cost of prosecution in court. The confectioner who is after a suspected forger has to put up expense money, even if he has hopes of ultimately recovering this as damages. As luck has it, there is a detour around this difficulty if the raided design-owner only knows it. Instead of going into court on his own initiative he may appeal to the Federal Trade Commission. If the "supreme court of business" finds, upon preliminary investigation, that the duplication of designs, color schemes, or attire of the goods, results in unfair trading, the body will on its own responsibility undertake to discipline the offender and compel him to desist. Thus the design-owner may make an effective protective gesture at the cost of a postage stamp. And, if it be desirable the Federal Trade Commission may call a design buccaneer to account without disclosing the identity of the informer.

State-by-State Protection

In the average inventory of resources in design protection, all too little account is taken of the facilities of the several states for registration of "industrial property." Now, if we will but stop to realize it, the state institutions are the chief hope of a goodly proportion of small manufacturing confectioners, because the candy marketer whose distribution is confined to a single state or a section of a state cannot claim any form of Federal first aid that is reserved for designs passing in interstate or foreign commerce. On top of that, there is the important detail that most of the state laws which make provision for the

registration of trade marks include in their scope "designs" and "devices." So recently as October, 1932, has appeared a new force that will make State-by-State protection of designs, even better. This is the movement on the part of the National Conference of Commissioners for Uniform State Laws to bring about the standardization of State trade mark laws by the adoption in all the states of a "model" statute. When this is accomplished it will come about that the candy design which is protectable in one state will be automatically protectable in all the other states if the design owner desires to extend his trade or to license the use of his design to operators in non-conflicting territory.

Since we have made mention of trademarks, a few words should in passing, be said on phases of design trademark relationship that have occasioned some mix-ups of thought. Because the trademark is the most effectively protectable of all species of industrial property, the imagination of many a confectioner has been caught by the idea of invoking trademark shelter for his treasured designs, be these candy designs or candy package designs. This is mighty fine in theory but almost impossible of accomplishment if the confectioner desires to obtain Federal registration for the trademark which is a cloak for a design.

Time and again, traders have sought registration at the Patent Office for a package as a trade mark only to be told that the holder, wrapper or receptacle cannot qualify as a trademark for its contents. And, just as mere color in confectionery has never been accounted sufficient to support a trade mark franchise, so have the hard-hearted officials consistently declining to okay the distinctive shape of a con-

fectionery product as a self-contained trademark. In an effort to sew up a design by means of a trademark parchment, confectioners have on several occasions sought entry for small articles offered as prizes or premiums with candy sales and sold attached to the individual items. But harking back to the ultimatum that an article cannot be a trademark for itself, the Federal trademark arbiters have rejected all supplementary or subsidiary designs, just as they have turned down package-closures and other structural features of candy containers. All this is no matter, of course, if the design-protector is content to bolster his position by means of unregistered clues to origin or ownership. As has been proven by any number of cases in point, it is entirely possible for a freakish cut of candy or an oddity in confectionery bands or boxes to function as a trademark in fact if not in name. When that is accomplished, it strengthens the position of the design-owner in any legal protest he may be called upon to make against unfair competition.

Industrial Code of Ethics a Possibility

No inventory of candy design protection, today and tomorrow, would be complete without some exploration of the possibilities of what is known as inter-industrial, cooperative protection of designs. In a number of industries that live by freshness and rotation of inspirational design, the conviction is growing that no governmental machinery of registration (not even Design Copyright) will be sufficient to muster all going designs in one place, much less, enforce rights based on precedence in use. The new thought among the progressive design salvationists is that the only hope for the future is to back up whatever public facilities may be available by an inter-industrial code of ethics prescribing mutual recognition of and respect for originality in design and supplemented by a clearing house within each industry for the registration of the designs of that particular industry.

(Continued on page 51)



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Crystal Gelatine Opens Chicago Office

WITH the worst of the depression in the background, the Crystal Gelatine Company has opened a Western office in Chicago at 137 North Wabash avenue in order that they may be in a better position to serve the mid-western trade as business improves.

Mr. L. B. Esmond, who was formerly manager of the Essex Gelatine Company of Boston, Massachusetts, before it was consolidated with the Crystal Gelatine Company by the Eastman Gelatine Corp., of Peabody, Mass., will direct the activities of this office in the capacity of Western manager. Mr. Esmond was formerly located in Peabody, Mass.

All business west of Buffalo, N. Y., and Pittsburgh, Pa., including the entire South, will be handled through the Chicago office, as this centralized point will enable them to work more closely with their numerous accounts throughout these sections of the country. A large stock of their standard brands of edible gelatinas will be carried in Chicago in addition to special stocks in Detroit, Cleveland, Atlanta, and St. Louis as well as on the Pacific Coast at Los Angeles, San Francisco, Portland and Seattle, Washington.

Baker Employment 40% Above Normal

AS a result of a sharp increase in business, the plants of Walter Baker & Company at Dorchester, Mass., are now running about 40% above normal. This announcement was made recently by Mr. Austin F. Igleheart, vice-president of the General Foods Corp. Normally at this time of the year the company employs about 340 workers. This number has been increased to 475 men and women.

As an interesting sidelight, the Baker Company, which is really one of the pioneers of American industry, claims to have the first chocolate mill installed in this country. This same mill has been in operation since 1780.

Dr. Molitor to Direct Research Work for Merck & Co.

AN announcement has just been made by Mr. Geo. W. Merck, president of Merck & Company, Inc., of the appointment of Dr. Hans Molitor of the University of Vienna, to the Research Staff of his company. In making this announcement Mr. Merck stated:

"The addition of Dr. Molitor to the staff of Merck & Company, Inc., is a result of the decision of the management to adopt a policy of intensive research in pure and applied chemistry and allied subjects. To provide adequate facilities for this research work, Merck & Company, Inc., despite the depression, is construct-

ing at Rahway, N. J., at the present time, a research laboratory that will cost around \$200,000, which will house a staff of 25 research chemists. Dr. Molitor will take over the supervision of the details of equipping and staffing the laboratories to be devoted to research in pharmacology.

Dr. Molitor comes to this country with a broad, scientific knowledge. He has studied under, and been associated with, noted scientists in the Universities of Vienna and Edinburgh and in Cambridge, London, and Utrecht.

He is the author and co-author of a number of scientific reports on various topics associated with pharmacological research work.

Certified Food Colors Now Available in Crystalline Form

FOR the first time in the history of the confectionery industry, Certified Food Colors have been made available to confectioners in crystalline form. According to the announcement made by the Peerless Color Laboratories of Rochester, N. Y., manufacturers of this new product, these "Crystals of Color" are of high color content and exceptional brilliance and their chief advantages are instant and complete solubility in the batch, brilliant intensity and absolute uniformity of colors, and thorough distribution through the candy, making streaking and spotting impossible.

In all there are thirty distinctive colors. Included among the various hues and shades are unique tones of blues and orchids hitherto unknown to the confectionery trade. It is claimed that it is unnecessary to mix or blend primaries in order to secure secondaries or intermediates as the entire range of the spectrum has been well covered. By purchasing the colors in the exact shade desired, every batch will be identical in color with its preceding mix.

Special utility containers designed to



THE ARMSTRONG STEAM TRAP BOOK—This is a new 28-page manual on Steam Trap Engineering, designed to be of special benefit and interest wherever steam is used. While not designed primarily for confectioners it does contain several sections of interest to the confectioner, particularly those pages devoted to steam-jacketed kettles. Readers of THE MANUFACTURING CONFECTIONER who are interested in this manual can obtain a copy free of charge by writing the Armstrong Machine Works, Three Rivers, Michigan.

pour readily and to admit easy regulation of even small quantities simplifies measuring the desired quantity of color. The colors may be purchased in half-ounce, ounce, two, four, six and eight ounce containers, thus making possible a reduction of color inventories but at the same time permitting a wide choice of shades. Such packaging also makes possible the use of the "Crystals of Color" even by the very small confectioner. Special containers are provided those who prefer to buy in pound lots or over.

The Peerless Color Laboratories is a subsidiary of the Japanese Water Color Company, whose chemists have been engaged in the manufacture of color for the industry since 1885.

What the NCA Is Doing

(Continued from page 28)

has a special significance to many who have worked in the Association for years and who feel toward it a very deep-rooted loyalty. Every effort is being made to make the 1933 convention and exposition valuable and interesting to all who attend. It will be held at the Sherman Hotel in Chicago shortly after the opening of the Century of Progress Exposition. A strong program of direct benefit to candy manufacturers is being planned and some unusual entertainment features will be scheduled.

An exposition committee has been appointed, with Mr. John J. Ballweg as chairman. Members of that committee are meeting with representatives of the allied industries in various parts of the country to determine ways in which the exposition can be made more valuable to the exhibitor. In effect, exhibitors will plan the show and so will be assured of having it conducted just as they wish.

The loyal support of the industry it represents is the first need of any Trade Association. The wider its membership, the stronger the Association is in money, in influence and in the ability to serve. One of our principal aims, therefore, for 1933, is to bring into the Association a still greater number of manufacturing confectioners and members of the allied industries. With this accomplished, the Association can reasonably look forward to many years of ever-increasing usefulness to the candy industry.

Who Is Entitled to Jobbers' Recognition by Manufacturers?

A PRESSING need for establishing Jobber Qualification Standards is being recognized more and more by the creditable manufacturers and jobbers as essential to the elimination of the uneconomic distributor and destructive practices in this industry. The only way is thru the cooperation of the constructive manufacturers and jobbers. They must support each other. We have advocated this in the "Joe Jobber" column of The Manufacturing Confectioner for the past several months. The same stand has been taken by our companion publication, The Confectionery Buyer. The discussions below are appearing this month in both publications.

YOUR emphasis upon the question of "Who Is Entitled to Jobbers' Recognition" deserves strong commendation from all constructively inclined Manufacturers and Jobbers.

In your editorials you stress four (4) qualifications. As I remember them, they are:

Financial Responsibility

Distributive Facilities

Merchandising Ability and Service

Character and Reputation

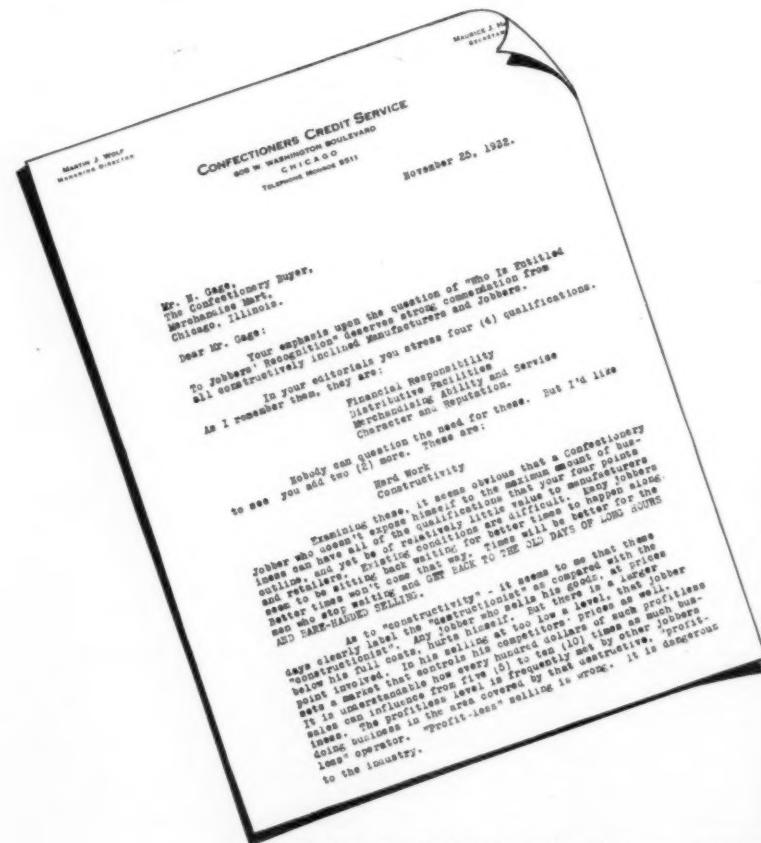
Nobody can question the need for these. But I'd like to see you add two (2) more. These are:

Hard Work

Constructivity

Examining these, it seems obvious that a Confectionery Jobber who doesn't expose himself to the maximum amount of business can have all of the qualifications that your four points outline, and yet be of relatively little value to manufacturers and retailers. Existing conditions are difficult. Many jobbers seem to be sitting back waiting for better times to happen along. Better times won't come that way. Times will be better for the men who stop waiting and get back to the old days of long hours and bare-handed selling.

As to "constructivity"—it seems to me that these days clearly label the "destructionist" as compared with the "constructionist." Any jobber who sells his goods at prices below his full costs, hurts himself.



Martin J. Wolf, Managing Director, Confectioners' Service, Chicago, adds two more qualifications to those suggested in The CONFECTIONERY BUYER and The MANUFACTURING CONFECTIONER.

But there is a larger point involved. In his selling at too low a level, that jobber sets a market that controls his competitors' prices as well. It is understandable how every hun-

dred dollars of such profitless sales can influence from five (5) to ten (10) times as much business. The profitless level is frequently met by other jobbers doing business in the

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area covered by that destructive, "profitless" operator. "Profitless" selling is wrong. It is dangerous to the industry.

In the operation of Confectioners' Credit Service we see its effects. It is high time that the industry awakens to the need for the solid constructively inclined manufacturer working closely with the equally solid constructively inclined Re-Seller. If to do that we need some new designations to recognize the newer, from the older types, let's do it. *But let's get back to sound practices. Let's be constructive!*

With kindest personal regards and best wishes, I am

Yours sincerely,
Martin J. Wolf (signed),
Managing Director.
Confectioners' Credit Service.

Uneconomic Distributors Must Be Eliminated

SIMULTANEOUSLY with the publication of the article urging the confectionery industry to take a stand on establishing jobber qualifications in the last month's MANUFACTURING CONFECTIONER AND CONFECTIONERY BUYER, the leading article of Printers' Ink, of November 24, by C. B. Larabee, was devoted to the following discussion on eliminating the uneconomic jobber. Extracts of this constructive discussion follow:

It takes real courage to refuse to sell to certain outlets at a time when volume is needed to maintain or regain profits.

Yet if American business leaders do not adopt a policy of more selective distribution there is no hope for the elimination of one of the heaviest taxes now being voluntarily laid on distribution by manufacturers.

Every day in the United States there spring up uneconomic, financially irresponsible wholesale distributors who exist only by the grace of those manufacturers who sell them merchandise. Every day there go out of business other distributors who leave behind them a trail of unpaid bills, distress merchandise and ill-will.

These distributors live but to die—but while they exist they are kept

alive by the pulmoters of volume-eager manufacturers who continue to pump into these wasteful outlets the streams of merchandise that are essential to these outlets' business.

Destructive "Shingle" Jobbers

For concrete examples turn to the grocery field or, more specifically, to the "shingle" jobber. He is usually a man with limited capital, limited equipment and little or no understanding of the rudiments of salesmanship or service. He puts out his shingle, gets a line of merchandise, mostly on credit, and goes into the jobbing business.

In one Middle Western city recently three such shingle jobbers went into business in a single week.

That city has been hit unusually hard by the depression. In it are thousands of men out of work, unable to pay their bills.

This means that there are many retailers who are clinging to financial stability only by the good offices of established jobbers who are extending already elastic credit near to the breaking point. Obviously these jobbers are finding it all too difficult to keep their own heads above water.

Supported by Volume-Eager Manufacturers

It is almost impossible for even a well-rated business man to get a line of credit from this city's banks. In spite of this fact the three shingle jobbers opened up with stocks furnished them by manufacturers eager to build more volume in that territory.

Because these men had the most limited financial assets it was essential that they turn over merchandise as rapidly as possible. Because they knew nothing about selling and service as it is understood by the better type of service jobber, they based their appeal solely on price. Because

they knew almost nothing about the simplest principles of business, such as overhead, cost of doing business and return on capital, they set their prices ridiculously low.

They Demoralize Price Conditions in Territory—Only to Fail Themselves

The result was that an already demoralized price condition became more demoralized. Retailers, desperate because of conditions, put what little cash they had into merchandise bought from these jobbers. This diverted still more money from the hands of legitimate jobbers and added to their already heavy burdens.

Of course, nobody made any money. Retailers, instead of taking a longer profit for themselves on merchandise they had bought cheaply, cut prices. Every sale the shingle jobbers made was at a loss, although, to give them backhanded credit, they didn't know it.

The inevitable happened. The shingle jobbers failed. Thousands of dollars worth of distress merchandise was thrown on the market to be sold at distress prices—and once again the price structure in the territory received a body blow.

Today conditions in that territory are worse than when the shingle jobbers went into business.

"Shingle" Jobbers Do Not Increase Volume for Manufacturers

Here is the vital point—not one of the manufacturers who made it possible for these jobbers to go into business is doing a dollar more volume in that territory than he did before the bankrupts put out their shingles. Furthermore, each manufacturer has had to chalk up on the red side of his ledger a substantial credit loss.

Ironically, in this same city there are other shingle jobbers ready to carry on.

This chain of circumstances is not unusual. In broad outlines it is happening in almost every jobbing territory today. In some communities where service jobbers, voluntaries and co-ops are strongly entrenched

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Manufacturers Can Refuse to Sell Price Cutting Wholesalers

IT must have been a revelation to many manufacturers when they read in last month's N. C. A. Bulletin and in The MANUFACTURING CONFECTIONER that the law permits manufacturers to sell and refuse to sell whom they please. In other words, they have the right to refuse to sell the price cutters.

This was clearly pointed out by Walter C. Hughes, Legal Counsel to the N. C. A. members, and was based upon Supreme Court decisions.

It is therefore an interesting fact that the "manufacturer has the right to choose his own customers, to sell whoever he pleases, at whatever prices he pleases, and under whatever conditions he pleases." He can refuse to sell the deliberate price cutter—the man who is a destructive uneconomic factor in confectionery distribution!

In the past many manufacturers and jobbers have had the mistaken idea that they must sell whoever chooses to buy, so long as they were within the classification of those included in the firm's general sales policy. Many manufacturers have feared to turn down a distributor on the ground of disapproval of his business methods, thinking it made them liable to judgment proceedings. They have said, "We must sell."

Other manufacturers who have known better have used this as an alibi in order to pursue their volume-seeking, indiscriminate sales policies. They also have said, "We must sell." But their emphasis has

•AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers.

been upon *sell*, regardless of to whom—price cutters, fly-by-night peddlers, "shingle jobbers" and all. These manufacturers have said, "We must *SELL*."

Should Adopt Policy of More Selective Distribution

For the past few months we have been discussing the necessity of the manufacturers adopting a more selective policy of candy distribution. There is an urgent need for the recognition of certain qualifications to serve as a basis for determining the requisites of a distributor who is entitled to wholesale prices.

Manufacturers at present are damning the jobbers "up one side and down the other" for their shortcomings in distribution, volume, and credits. Unfortunately, everyone who is buying at wholesale is classed as a jobber. The creditable jobbers, wholesalers, and distributors must stand the curse of being falsely judged because of the abuses of those who are a detriment and have no business in the trade. Creditable jobbers must also stand the competition of these destructionists and at the same time be denied the support of the manufacturers whom they are trying to serve. Selectivity should be exercised.

Eliminate Destructive Jobber

Manufacturers should eliminate the non-service, destructive distributor who operates on a policy of

price first. He adds nothing to the manufacturer's volume over a period of time. But he does demoralize the price conditions of a territory, establishing price levels which the service jobber is compelled to meet at a loss or without profit. He thereby undermines the credit of the worthwhile jobber who wants to meet his obligations with the manufacturer. The tactics of this fellow make it impossible for him to remain long in the business, so he eventually fails and causes the manufacturer likewise a sizeable credit loss.

Some of them buy for cash, to be sure, but as a rule they are only floaters who drift into the trade and out again. Many a jobber today has to contend with these peddlers who go from store to store with a few boxes virtually asking the retailer what he will give. The business they get is not new business nor lasting business for the manufacturer. It is business taken away from a substantial jobber at a price. The retailer encourages the peddler to continue coming as long as he sells at substandard prices. At the same time the retailer holds these prices as a lever upon the service jobber to force him down.

Still, the quality manufacturers of this industry are supporting a distribution system which is in this deplorable condition!

Establish Jobber Qualifications

Our only hope lies in the fact that there are constructive jobbers, retailers, and manufacturers serving this industry. They are interested in its progress, for a selfish reason, of course, but none-the-less they have broad enough vision to understand that no business nor industry can be profitable if its distribution outlets are not functioning healthfully and profitably.

These creditable manufacturers and distributors should support each other toward the elimination of both the destructive manufacturer and destructive jobber. The greatest step in this direction can be the adoption of some kind of standard of jobber qualifications.

Such a step, however, must first be taken by the manufacturers.

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They must be brought to realize that any movement for the betterment of industry conditions must start at the top among those who have the power to establish and enforce policies.

If a group of the progressive manufacturers, such as the members of the N. C. A. or the Institute

would take a stand on jobber qualifications it would do more than any other action to obtain the cooperation and support of the creditable wholesalers. It would attract better men to candy wholesaling. It would start a movement toward the elimination of the uneconomic operators in confectionery production

and distribution. It would shift the emphasis from price alone to quality at a fair price, backed by a house of character. It would elevate the present plane of candy wholesaling and retailing, and mean a return to profits and the appreciation of real values.

Why can't it be done?

Who Is Entitled to Jobbers' Recognition by Manufacturers?

(Continued from page 43)

conditions are not so bad. In others they are even worse.

A High Tax on Industry

The net result is that wholesalers, retailers and consumers are paying a high tax that is just as real as any tax they pay local or national governments. What is worse, it is a destructive tax, *destructive of credit, good-will and volume. It is a tax on business initiative*, a tax on sound individuals who should not be made to bear it.

Nor is the condition unique with the grocery field. With variations it holds true in the drug industry, in fact in every industry that works through jobbers and retailers to the consumers. It is setting up a tremendous brake against the return of sound profit conditions.

The "Shingle" Manufacturers

The picture is not entirely one-sided either. There are plenty of "shingle" manufacturers, as poorly equipped with capital and business brains as the shingle jobbers.

They set up their so-called factories, get credit and merchandise where they can and go into business with a single battle-cry, "We undersell."

Their products are of low quality. They do not advertise. Their employees are underpaid. They offer the dealer no service. Their salesmen are such in name only.

Of course, they are doomed to failure—but while they live they contribute to the unseen tax on business.

Wholesalers and retailers buy from them solely on price. Their products get into the market with nothing to recommend them but the price. Consumers buy and then

eventually turn away in disgust. The products gather dust, the manufacturers go out of business. Others spring up.

It is an unhappy, inefficient, costly cycle.

Unfortunately, a few formerly reputable manufacturers have gone into the "shingle" business. In order to keep their factories open and men employed until that indefinite time when "times pick up" they have accepted private label business at "cost" which usually means at a loss. These manufacturers, with their downright "shingle" contemporaries, are only adding to the demoralized market conditions, of which they are also victims.

Manufacturers Must Have Courage to "Refuse to Sell"

Selective selling is no new term—but during the next twelve months it must take on a new and more potent meaning.

Manufacturers in the past have given considerable attention to the problem of the right to refuse to sell. In the future they will find it is more important to consider the courage to refuse to sell.

Business is looking for new ways out of its present troubles. One of the best of these will be found on the road that leads to sound selective selling.

Manufacturers must cull out uneconomical distributors. They cannot afford to encourage the "shingle" jobber nor any other distributor who operates on a policy of price first.

On the other hand they must encourage the sound distributor and give him the help and service he has every right to demand.

Finally, distributors in their turn

must realize that their chief hope lies in the manufacturer of known brands of known quality—the manufacturer who does not think first in terms of price and last in terms of service.

Volume is needed. Volume gained through uneconomic outlets, however, is costly volume.

It levies a tax on industry that industry can ill afford to pay.

New Radio Program for Du Pont Cellophane

As a further support to the present extensive consumer educational campaign now being carried on in the leading national magazines, the Du Pont Cellophane Company has entered the field of radio broadcasting.

This new program will feature Emily Post, to millions of women the final authority on etiquette and good taste in the home. She has written several books and her newspaper articles are regularly used by 68 newspapers.

Mrs. Post will talk especially to women on subjects of vital interest to them in their home and social life. Supporting her on the program are Edward Nell, baritone, and the Harding Sisters, piano and organ duet.

The broadcast will go out every Monday and Thursday morning at 10:45 E. S. T., 9:45 C. S. T., over WJZ and the popular NBC network, and is estimated will reach thirteen million women. Announcement of the program was made in leading newspapers in the listening area.

Wiedman Joins M. M. & R.

M. H. A. WIEDMAN, who is well known in the drug and chemical trades in New York, has recently become associated with Magnus, Mabee & Reynard, Inc., manufacturers and importers of essential oils, aromatic chemicals and flavoring materials. He will be located in the company's main office in New York.

Mr. Wiedman's career in the drug, chemical and allied trade fields covers a number of years. In 1917 he joined the staff of McKesson & Robbins, Inc. Later he went with E. Fougera & Co., Inc., and from there in 1928 to the Schering Corporation of New York, where he was in charge of sales.

Timely Topics Discussed at Industrial Marketing Conference

Opportunity in Movement for Plant Rehabilitation

POINTING to the sound economic principles underlying the national movement for industrial rehabilitation and stressing the present prostration of the "capital goods" industries, Mr. Malcolm Muir, in an address at a dinner of the Industrial Marketing Division of the American Management Association at the Hotel William Penn in Pittsburgh on December 5th, urged the industrial executive and the retail merchant alike to rehabilitate their plants or places of business. Mr. Muir is president of McGraw-Hill Publishing Company, Inc., and vice chairman, National Committee on Industrial Rehabilitation.

The manufacturer of "interesting and useful products" was urged by Mr. Muir to decide now upon aggressive and courageous sales and advertising campaigns, these to be addressed either to the general consumer or other manufacturers, according to the nature of the products.

Large Group of Workers Affected

Speaking of the prostration of the "capital goods" industries—those devoted to the manufacture of machinery, equipment and plant facilities for factories and retail establishments, Mr. Muir stressed the fact that 1,620,000 workers are out of jobs today in capital goods plants. Expenditure for this type of goods, he added, has dropped from an average annual expenditure of \$5,760,000,000 to approximately \$1,260,000,000 yearly.

Mr. Muir went on to say: "Business management must get ready today for an intensive period of sell-

ing. The depression is still very much of a dragline on business improvement, but at the same time great reserves of buying strength are being built up. Literally thousands of Americans are in better financial position today, even with lowered income levels, than they were before the depression.

"This improved financial condition has been achieved, of course, through saving and strict economy," Mr. Muir continued. "Luxuries and semi-luxuries have been erased from the nation's shopping list. But people are getting tired of doing without things which they can afford.

"The habit of saving is strong, of course, and there will not be any overnight buying rush," he said. "But this situation gives the manufacturer an opportunity to help hasten his own business back to normal. With interesting and useful products, he can with safety decide upon aggressive and courageous sales campaigns. Through the persuasiveness of direct selling and intelligent advertising, he can bring the hesitant buyer over the line.

Prepare for Competition of the Future

"What is true of the general consumer today is true, too, of the industrial executive and the mer-

chant," Mr. Muir stated. "They, too, are tired of doing without things they can afford. In increasing numbers they are heeding the call to make sensible expenditures now for rehabilitation and general improvement of their plants and their stores. They are getting ready to buy useful things which they need in order to modernize their places of business and to place themselves in a favorable position so that they will be prepared to face the keen sales competition which will come with ever-increasing swiftness as business approaches the levels of normal trade. But these manufacturers and these merchants are like the general consumer in one respect: they are waiting to be 'sold' by the manufacturers who have the equipment and facilities which they need. They are not yet ready, in many cases, to cross the buying line. They must be helped over by good selling.

"The best man to take back on pay-roll today is the salesman," Mr. Muir continued. "He is the producer of business, the man who gets the orders which bring the other workers back to their jobs. He is the man who goes after the dollars and brings them rolling in. He has his golden opportunity now with so many people, the general buying public and the manufacturing executive and merchant alike who are willing to buy if some one will meet them a little more than half way and will sell them the things which they want and really can afford.

A Time for Aggressive Selling

"Aggressive selling, plus well-planned advertising, with both based on a reasonable interpretation of the nation's present buying power and



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needs, whether they be for the home or for the factory, will accomplish more than ten thousand legislatures can accomplish in bringing business back to normal.

"Business slumps gain some of their intensity through psychological causes," Mr. Muir said in conclu-

sion. "Negative psychology bears the level of progress down. Positive psychology can do a great deal to bring it swinging in the other direction. Even a small gain in the spending of the general public for the needs of everyday life or of the industrial executive and merchant

for sensible modernization and improvement, will help this favorable change to become a reality. Aggressive selling and advertising, concentrated in an effort to bring the *willing* dollars to market, will have a startling and encouraging effect."

A Discussion of the Trend Toward Expansion of Free Service

HE performance of free service has increased greatly in recent years, due to the creation of technical staffs as an adjunct to the sales department and to the direct addition to the sales manager's staff of 'sales-engineers,' for whose service a charge is rarely, if ever, made," Mr. J. H Macleod, vice president, the Hinde & Dauch Paper Company, said in an address on the subject of "The Trend Toward Expansion of Free Service in Industrial Sales," delivered at the Industrial Marketing Conference of the American Management Association, at the Hotel William Penn, in Pittsburgh, on Monday, December 5th.

A Trend Common to Most Lines of Business

"The trend toward expansion of free service is a matter of vital importance to sales executives interested in reducing or holding under more definite control the important elements in sales costs," Mr. Macleod continued. "This free service problem presents itself both in promotional work in advance of a sale and in following up a sale with various forms of service without charge to the customer. In nearly every line of business, abuses have developed either through over-zealousness on the part of the salesman or lack of ethical acceptance on the part of the customer. At the same time, free service, both before and after the sale, if handled by the sales executive conservatively and firmly, can be used profitably both in sales promotion and in increasing good-

will after the sale has been completed."

In his address Mr. Macleod gave direct reports from sales executives of representative companies in eight machinery and equipment industries regarding the policies of their companies in giving free service. In these reports there were pointed out several instances where the problem of free service has been fairly and frankly dealt with and where the customer is asked to pay for the service, if he places his order elsewhere. In Mr. Macleod's own company, the Hinde & Dauch Paper Company, when an engineering service is undertaken or intricate designs are created the company has a tacit understanding in advance between the salesman and the customer that the company will be given the business for at least a year at its price, if the company is able to effect an economy or create an acceptable design.

Keeping Service Within Reasonable Limits

Mr. Macleod stated as his belief that sales executives can prevent the abuses which have developed in the matter of free service. "At the Industrial Marketing Conference of the American Management Association held in Cleveland last year," he said, "one of the members suggested the advisability of putting through a regular invoice, setting forth the cost of the service which had been performed and marking the invoice 'no charge,' as a means of bringing to the customer's attention the exact cost of the free service which had

been performed. "This," Mr. Macleod said, "is a very good method of controlling the amount of free service, as it gives to the management providing the service a close check of the cost of each study or survey or special service of this sort, and it brings to the attention of the recipient the importance of the service. A straight-forward, matter-of-fact treatment of this problem with the customer will remove much of the difficulty of charging for this type of service or of holding it within reasonable limits," Mr. Macleod continued. "Likewise, I believe that a customer can be shown the reasonableness of a request that this service be paid for if he has become accustomed to it and the cost has become excessive.

"In the many instances where free service of this sort is regarded as a valuable aid to selling and something which the manufacturer is quite willing to stand himself," Mr. Macleod went on to say, "the cost should be charged either to advertising or to sales promotion, in either case being regarded as a cost of marketing. In our own company," he stated, "we allocate these charges, both those incurred in advance of the sale and after the sale has been completed, to sales promotion, which we try to hold each year within a reasonable sum in direct proportion to our total sales."

In concluding Mr. Macleod indicated that free service can be made a valuable aid to sales if properly directed and controlled. If not so controlled, it may easily become a very burdensome item of cost.

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1933 LINE OF ROCKWOOD CHOCOLATE GOODS DISPLAYED IN MILWAUKEE GATHERING

THE 1933 line of Rockwood's Cocoa and Chocolate products was presented in an impressive fashion at the Hotel Schroeder, Milwaukee, Wis., on October 28, 29 and 30, under the direction of Mr. R. P. Wright, Divisional Sales Manager. Mr. Samuel Opler, General Sales Manager of Rockwood & Co., made a special trip from Brooklyn to attend and discuss trade problems with the jobbers and the Rockwood mid-western sales organization, who are pictured below at their banquet table.

Many members of the Milwaukee Association of Commerce attended the opening of this display in a body. It was said they and the jobbers and buyer visitors stated it was the finest, most extensive and most interesting exhibit of its kind ever held in Milwaukee.

The many new items on display aroused much interest and favorable comment, particularly the new Hollow Mould Chocolate Easter lines and Rockwood's New Ground Chocolate in its new and striking package.

The center display of this exhibit was a live Christmas tree decorated with

Rockwood's new line of Hollow Mould Chocolate Christmas Ornaments, Bags O' Gold and Christmas Stockings filled with fine foiled chocolate pieces. Underneath the tree on a carpet of "snow" were displayed the Chocolate Rocking Santa Claus and other new items of exclusive design.

The Chest O' Gold and Bags O' Gold display shown in the photograph aroused instant interest and demonstrated the merchandising possibilities of these numbers, on which Rockwood has the exclusive manufacturing rights in this country. The rich looking metal chests, with their "buried-treasure" air, were pyramided on a black velvet background, while a glittering cascade of loose gold coins and the Bags O' Gold cast a golden dazzle over the entire setting.

Mr. Wright said, "This display is the first annual exhibit of Rockwood's products in Milwaukee, and in a new way proves the 100 per cent co-operation Rockwood extends to its jobbers. An extensive Sales Promotion Department works with the jobbers, supplying broadsides, circulars and other helpful literature."



Members of Rockwood's Midwestern Sales Organization at banquet table during their recent Milwaukee meeting. Seated at head of table is Mr. Samuel Opler, general sales manager (left) and Mr. R. P. Wright, divisional sales manager (right). Others around table are, left to right: H. F. Johnson, representative for Wisconsin; J. T. Markgraf, Illinois; J. H. Werner, Chicago; Mr. Tucker, Nebraska; Godfrey Isaacs, Missouri; Mr. Opler, Brooklyn; Mr. Wright, Chicago; Mr. Bowers, Southern Minnesota; J. Robert Whelan, Chicago; Wm. Sly, South Dakota; Momson, Twin Cities and Minnesota; B. J. Troutman, Chicago; M. L. DeWese, Indiana.

ture for distribution to the retail and consuming trade. Our Technical Service Division is constantly working on the problems of Ice Cream, Syrup, and Confectionery manufacturers. A Laboratory staff works 24 hours a day, insuring a scientifically tested and controlled product for consumption.

"These convention exhibits," Mr. Wright said, "in addition to showing the Rockwood line, provide a forum and meeting place where the common problems of manufacturer and jobber can be considered."

Veteran Candy Manufacturer Dies

E LIE G. SHEETZ, founder of the Martha Washington Candy Chain and one of the real veterans of the industry, died on November 11th after an illness which had confined him to his home for about a month.

Mr. Sheetz, who was 84 years of age at the time of his death, remained active in his business up until the time of his last illness.

Mr. Sheetz opened his first store in Washington, D. C., in the '90s. From that small beginning his business grew to a chain of approximately 200 stores supplied by 15 manufacturing plants.

His passing is a distinct loss to the industry.

Farley Confections, Inc., Succeeds Farley Candy Co.

T HE assets of the Farley Candy Company of 712 Franklin Street, Chicago, Illinois, have been purchased by Farley Confections, Inc., a new firm just organized to continue the manufacturing operations of the former concern.

Mr. J. K. Farley heads the organization. The new firm will continue the manufacture and sale of Gunther Chocolates as well as a general line of confections.

The Farley name is not a new one in the candy industry, it having been so associated since 1891. J. K. Farley, Jr., who has been in the candy business for over thirty years, is to head the new company as president.

Additional directors and officers are to be elected, and it is understood that they will include several new names in the candy industry who are, however, very well qualified with their experience and success in kindred lines of distribution.

General Waxed Papers, Inc.

General Waxed Papers, Inc., Chicago, has incorporated under the laws of the State of Delaware and has acquired the assets and business of The Kelwax Division of Kellogg Paper Products.

This corporation will convert and sell high quality printed and plain waxed wrappers, tissues, krafts, bonds, manilla and glassine.

Western Salesmen Set for 18th Annual Convention

December 13, 14, 15--Chicago

Rockwood Exhibits Extensive Lines in Midwest Meet With Distributors

A COMPLETE program is all set for the Western Confectionery Salesmen's Association Convention scheduled for December 13, 14 and 15 at the Palmer House, Chicago.

"There will be no let-up on the entertainment features, despite present conditions," says John T. Poole, chairman of the Convention Committee. Announcement of this fact is expected to draw a good attendance of salesmen and their wives for the three-day gathering just before the holidays.

"While advertising in the Year Book has been cut down in some quarters, new ones have been obtained and we expect to have a real book this year," Mr. Poole declares, in reference to this source of convention revenue.

Besides the regular business sessions, which open Tuesday morning with President Lon Bencini in the chair, the usual entertainment features will be held.



L. BENCINI

President of W. C. S. A., who will preside at Convention in Palmer House, Chicago

Fine Convention Program

At the Manufacturers' luncheon Tuesday noon it is expected the guest speaker will be either Governor-elect Horner or Mayor Cermak. The Stag in the evening will include a number of new features, concluding with the buffet supper. Ben Lindberg is in charge.

The annual bowling tournament

1932 in Review in Candy Distribution

(Continued from page 17)

small units of sale. There has been little or no profit in these, and the volume on larger units has fallen greatly.

There has been too little emphasis upon sound merchandising of quality candies in reasonable portions at a fair profit.

Yet there are some manufacturers, wholesalers and retailers who have steadfastly held to a balanced policy.

A constructive wholesaler the other day stated his policy in the following:

"We have not attempted to do a large volume of business. All merchandise we are selling is at a reasonable profit—no cut prices. We are perfectly willing to have our competitors have the volume of business where the payment of merchandise is doubtful."

will be held Wednesday afternoon, arrangements by John Goggan and Hap Heroux. The convention committee expects to be able to furnish half-price theater tickets for members and their ladies Wednesday night.

Close Election Contest Expected

In the election on the final day, a spirited contest is expected between the two candidates for Second Vice-President; Charles A. Deas, Jr., Findlay, Ohio, of Planters Nut & Choc. Co., and Arthur Griffiths, Broker of St. Louis.

The following are nominations for officers to be voted upon at the convention.

President—George J. Heiser, Atlantic City, N. J.

First Vice-Pres.—Edward L. Nixon, Chicago, Ill.

Second Vice-Pres.—Charles D. Deas, Jr., Findlay, Ohio; and Arthur Griffiths, St. Louis, Mo.

Secretary-Treasurer—George E. Burleson, Chicago, Ill.

Present Officers

The present officers are: President, Lon Bencini, Chicago, of Planters Nut & Chocolate Co.; First Vice-President, George J. Heiser, Atlantic City, American Caramel Co.; Second Vice-President, Edward L. Nixon, Chicago, Borden's Malted Milk Co.; Secretary-Treasurer, George E. Burleson, Chicago.

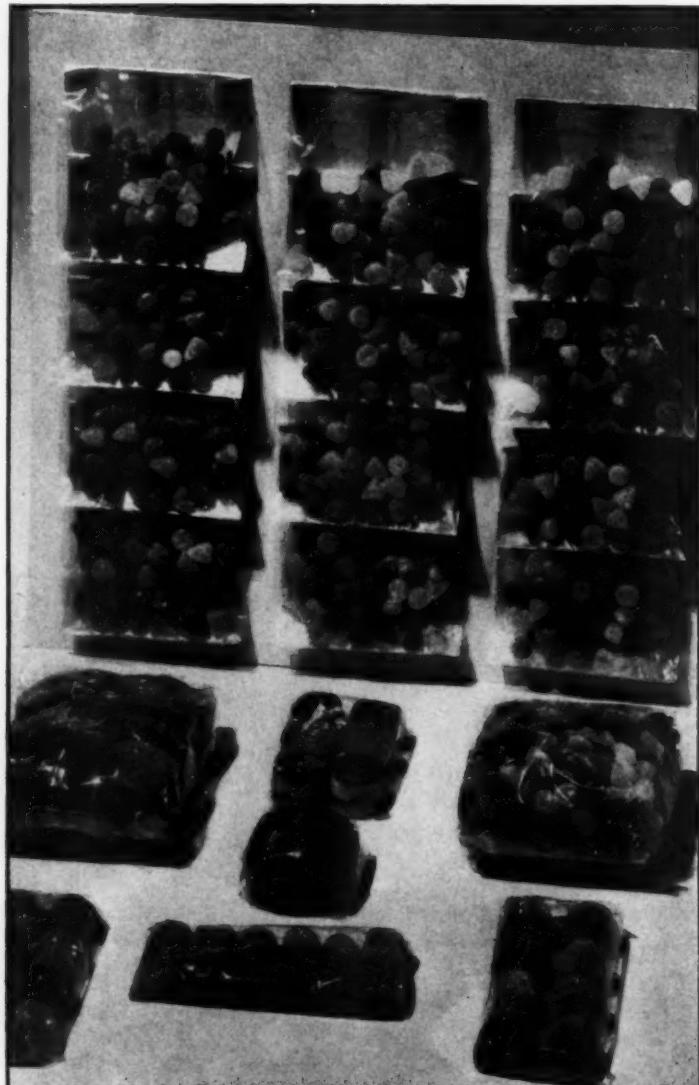
At the beginning of 1932, in our January issue of *The CONFECTIONERY BUYER* we suggested that **PROFITS** be made the industry's objective for the year.

For the wholesaler and his salesmen we outlined a balanced program: (1) "A knowledge and reduction of costs, (2) Elimination of unprofitable items, (3) Selective, aggressive selling, (4) Dealer merchandising service, (5) Stressing quality, turnover—**PROFITS!**"

Those who have come through this year "in the black" have substantiated the soundness of such a program. We suggest it, with your own ideas of application as the way of least extremes and most **PROFITS** for 1933.—Editorial appearing in *The Confectionery Buyer*.

Tastier and More Tender JELLY PIECES and GUM TYPE GOODS

Easily and Economically Made the New "Exchange Way"



CITRUS PECTIN for CONFECTIONERS

Send for FREE samples and formulas which demonstrate to you these
SIX MAJOR ADVANTAGES

Whether you pack in 5c or 10c packages, in bulk or in more expensive assortments, you will find added profit in the use of this new basic material — Exchange Citrus Pectin for Confectioners.

You get tastier pieces with truer, more refreshing fruit flavors because Exchange Citrus Pectin has no taste of its own. Also because you can add any desired degree of tartness without affecting the performance of this new jellifying ingredient.

Retain Freshness Longer

You get more tender pieces, too. They bite cleanly, without toughness. This tenderness is retained over a *longer shelf life*.

Pieces made this way are clearer and more sparkling. They attract the eye as well as the taste.

The product is a more natural one, for pectin is native to all fruits.

No Special Equipment or Skill

You need no special equipment or skill to make jelly pieces and gum type goods the Exchange Way. It is easy, simple and economical.

Send for FREE Samples, Formulas

Manufacturing Confectioners can prove these advantages to their own satisfaction without cost or obligation. Send coupon now for free booklet. We will also send complete details and formulas as well as free samples of Exchange Citrus Pectin and jelly candies made the new "Exchange Way."

CALIFORNIA FRUIT GROWERS EXCHANGE,
Products Department,
Ontario, California.

Send FREE samples of Exchange Citrus Pectin and candies made the new Exchange Way. Also complete booklet and formulas.

Company

Street

City..... State.....

Mark for Attention of.....

For Thirty Years . . .

MOHAWK BRAND OIL PEPPERMINT has been the highest standard for Peppermint Oils. It is unsurpassed in purity and delicacy of flavor. Therefore, when you specify MOHAWK BRAND you are assured of a genuine, super-quality peppermint oil at a price that is relatively most attractive.

MOHAWK BRAND has an established reputation; it is noted for its fine, full strength. Thus, it can be used sparingly in confections, without any impairment of flavor.

Next time you are in the market be sure to specify

MOHAWK BRAND OIL OF PEPPERMINT

Try these pleasing flavors:

ORANGE BLEND—MM&R
(For Gum Drops)
PUNCHINELLO FLAVOR—MM&R
(For Cream Centers)

TERPENELESS CITRUS OILS—MM&R
(Limes, Lemon, Sweet Orange)

BUTTERSCOTCH FLAVOR—MM&R
(Old Fashioned Type)
TROPICCO FLAVOR—MM&R
(Tropical Fruits)

Why Not Send for Samples Now?

MOHAWK



MAGNUS, MABEE & REYNARD, Inc.

32 Cliff Street, New York City

Representatives in the Principal Cities of the United States

What Protection for Candy Designs?

(Continued from page 40)

All this is not purely visionary, either. The plan has been given effect with some success by the membership of the Silk Association of America. And it has been suggested as readily within the reach of a trade group, so well organized, nationally, as are the confectioners. Particularly where the trade association is already in possession of a Trademark Bureau which may serve as a nucleus for the larger structure of a Design Registration Bureau. The champions of inter-industrial cooperative protection of designs, under national trade association auspices, proceed on the assumption that a large proportion of the piracy of designs which now exists is due wholly to ignorance. Lacking any facilities for complete search of review of the designs current in an industry, fashiomers of new products are liable to unintentionally and unconsciously double on the design tracks of fellow-manufacturers. The new-found

vision, then, is for an inter-industry "exchange" that will prevent wilful misappropriation of designs, backed by adequate governmental machinery to restrain the minority of design-jumpers who crash design guard-gates with malice aforesighted.

Bristol Company Establishes British Plant

THE Bristol Company of Waterbury, Conn., manufacturers of recording instruments, has just announced the establishment of a British factory at 144 Pomeroy street, New Cross, London, England. The British company will be known as Bristol's Instrument Company, Limited.

Mr. Howard H. Bristol, president of the American company, is chairman of the Board of Directors and Mr. Alexander L. Dugan of J. W. & C. J. Phillips Company, Ltd., is vice-president and managing director. The latter company has been sales agent for the Bristol Com-

pany in Great Britain for many years.

The new, modernly equipped and constructed factory is prepared to manufacture and service the complete line of Bristol indicators, recorders and controlling instruments.

Public Preference Analysis Determines New Life Saver Flavor

BEFORE the new Spear-O-Mint Life Savers were placed on the market, a very thorough analysis of the public's preference in flavors was made. Before the spearmint flavor was chosen, ratings were given a wide variety of flavors. These ratings were based partly on the demand expressed for them in sales, and partly on the geographical distribution of the preference for each flavor. After it had been determined to make a spearmint flavored candy, thousands of variations of the flavor were made up and extensive consumer tests carried out to arrive at the formula most acceptable to the most consumers.

Selling tests were then instituted. Test stocks were placed in hundreds of stores in several cities, covering every type of store in the neighborhood and in each case the sales reaction was carefully watched and recorded.

Because of its unique method of selection, the new Life Saver creation's reception by the consuming public will be watched with interest by the candy trade.



A New Method of Personnel Selection

**Shattuck Company avails itself of
State-aid in choosing employees
for new Philadelphia store**

STHE Shattuck Company, operator of the forty-one Schrafft's candy stores in New York, Boston, Syracuse and Philadelphia, cooperated recently in an interesting and effective experiment in employment methods fostered by the State of Pennsylvania.

The details were made public on the opening of the new Schrafft Store at 1216 Chestnut Street, Philadelphia, on November 10. At that time it was revealed that the entire local force of more than 100 women and girls had been employed through the State Employment Office, an experimental "laboratory" set up with the aid of State appropriations, private philanthropy, and funds and advisory services contributed by Philadelphia business men.

Personnel directors of the Schrafft store established headquarters in the State Employment Commission office and selected employees from its list of thousands of applicants. Those chosen by the candy firm were sent to New York for a month's training with pay. When the store was opened they returned to their home city with assured positions as hostesses, sales-girls, waitresses and cooks.

By this method the Schrafft store was able to open in Philadelphia with an efficient staff of trained employees and the city benefited to the extent of having more than a hundred of its jobless installed in permanent positions at home.

The Shattuck Company benefited to the extent of having the time-consuming cost of selecting applicants for the newly created posts cut to the minimum. Much of the preliminary interviewing to determine applicants' qualifications had been previously performed by experienced personnel experts in the employ of the State Commission. When the company established its employment headquarters in the



Commission's office in Philadelphia, there merely remained the task of choosing from an already selected list of applicants.

Applicants were notified and thereafter began the routine of confirming by further interview the selections provisionally made by the State staff of trained workers. Those interviews were brief and were conducted in the "interview booths" especially constructed for the purpose when the Commission launched its project in Philadelphia, in February, 1932.

The Shattuck Company had signed a fifty-year lease for the site. The construction of the building represented an outlay of more than \$3,000,000. It is in the heart of the city's shopping district. Gerald Shattuck, president of the firm, Mayor J. Hampton Moore of Philadelphia, city officials and representatives of the State Employment Office attended the impressive exercises which marked the formal opening.

Mr. Shattuck said the opening of the branch store was the first step in an expansion program to place other Schrafft stores throughout the country. The store is designed along Early American architectural lines. It sets off a restaurant of unusual beauty and atmosphere. Soda fountain, candy and cake counters and restaurant are on the ground floor, while on the mezzanine floor is the men's grille.

The services performed free by the State Employment Commission office emphasizes the new trend in the adjustment between the supply

and skill of labor on the one hand and of opportunity for that labor on the other. It also ushered in an expert personnel service for the benefit of all business and industry, large and small.

A trained staff maintains close contact with employers throughout the city. The study of existing employment agencies also is a part of the program. The fields which lack efficient placement services are being investigated and studies are being pressed to determine how they may be improved.

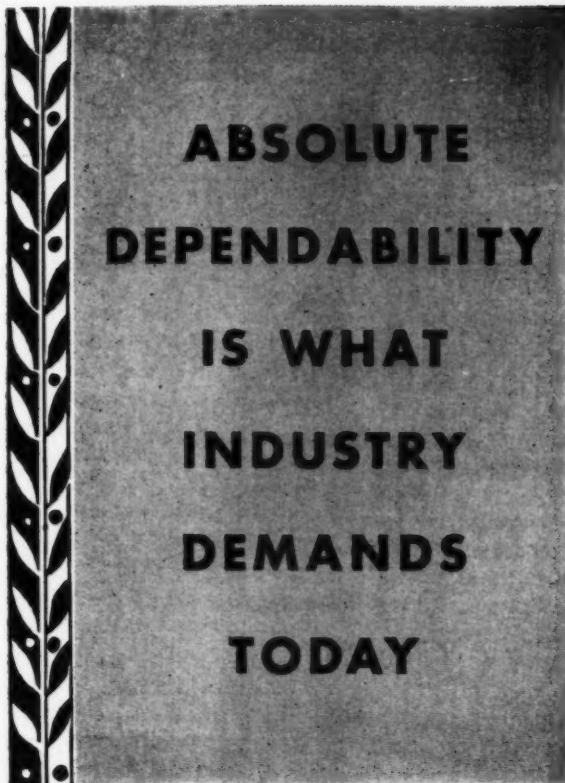
The funds for the operation of the Commission, which was set up more as an experimental "laboratory" than as a placement service—though this is part of the work—are provided in part by the State, in part by the Spelman Fund of New York (an organization whose capital was provided by Laura Spelman Rockefeller Memorial and whose philanthropic activities include co-operation with public agencies for the general welfare) and in part by local citizens who contributed 10 per cent of the budget.

Milwaukee Road Seeks Rate Cut on Sweets

THE Milwaukee road has applied to the Wisconsin public service commission for authority to reduce freight rates on candy and confections from Milwaukee to all large Wisconsin receiving points.

The road wishes to establish such rates on a basis of 55 per cent of interstate first-class rates. The adjustment is asked to place Milwaukee manufacturers on an equal competitive basis with Chicago firms from a manufacturing and distribution standpoint.

A seasonal increase in shipments of candy and confections will begin in about two weeks, when manufacturers begin distribution for the Christmas trade.—Milwaukee News.



THREE are so many uncertainties in business today that wise manufacturers welcome doing business with a company whose record of service is an assurance of absolute dependability.

That is why, for more than twenty years, the country's largest users of certified food colors have looked to the National Aniline & Chemical Co. to satisfy their every need.

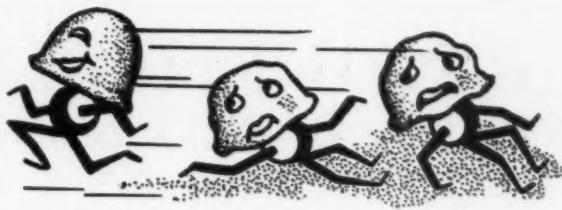


NATIONAL ANILINE & CHEMICAL CO., INC.

Leading Manufacturers of Certified Food Colors
for over twenty years

40 Rector Street, New York, N.Y.
CHARLOTTE CHICAGO SAN FRANCISCO

When writing our advertisers please mention The MANUFACTURING CONFECTIONER



YOUR CANDIES
need that

PLUS APPEAL

to Lead!

LEXIN produces it

It takes more than "good-enoughs" to pile up profitable sales totals to-day. Chocolates and confections that once led the pack now often find themselves pressed close by competition and breathing hard. They need extra punch—"PLUS" Appeal to tempt, attract, arouse desire. Brighter gloss, smoother finish, sharper strings—these are important selling factors you must not forget! You'll be amazed at how a little LEXIN will inject a wealth of "PLUS" Appeal into a batch of your chocolates or confections. Workability becomes so much easier, too—you're sure of fluidity without "super-fatting," stabilized viscosity, closer production control. Try LEXIN—sample and details are yours for the asking.

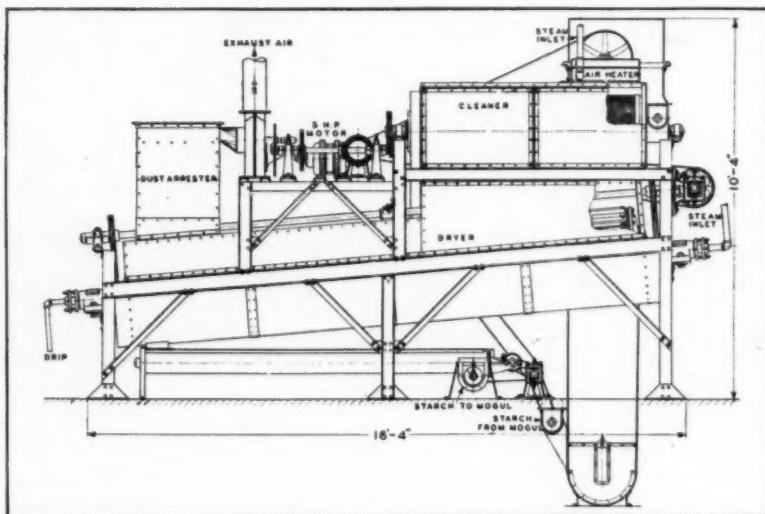


Patent Nos. 1575529, 1660541, 1761872

AMERICAN LECITHIN CORP.
NEW YORK - ATLANTA

REDUCED FLOOR SPACE

THE new Hersey Steam Unit Starch Conditioner cuts the cost of manufacturing gums, jellies and other goods cast in high-temperature starch. It



The new Hersey Steam Unit Starch Conditioner is completely self-contained. It occupies small floor space, close to the Mogul. One man operates it, through Lag Control, from the clutch bar on the Mogul.

Dollars Over the Dam

(Continued from page 29)

our interest is honest and genuine and extends not alone to our members, but beyond, to all manufacturers, for no one today, can play a lone game. No one today can say, "I will paddle my own canoe in my own way." No one today can follow a course of saneness aimed at profit building unless others accept and follow the principles of sane, economic thinking.

The large manufacturer is no better off than the small one. The small manufacturer in an abundance of cases, can make his adjustments more easily than the large.

One of the largest manufacturers in this industry (not a member of this Institute) said to me last week, "The only restraining influence within this industry today is the Institute." I hope his statement is right. I know we are sincere and I know we work—and I know we haven't lost our confidence or our faith—nor need you—but there is only so much we can do. Plain horse-sense is the simplest thing to

understand and generally first in the mind of most business men.

If in '33, this Institute can be helpful in keeping manufacturers, whether members or non-members, from going off half cocked, I will feel that we have done something and may I take this moment further, to say that whether you are a member or not of this Institute, use us as an investigating desk or a clearance desk on any practice that is breaking you down. It's breaking you, it's breaking others as well.

Advance Showing of 1933 Rockwood Line at Newark

THE full 1933 line of Rockwood & Co., Brooklyn, N. Y., will be on display at the Robert Treat Hotel, Newark, N. J., Friday, Saturday and Sunday, December 9th, 10th and 11th.

The display will be on view from



ten a. m. until midnight on each of three days.

In conjunction with the exhibit, a divisional sales meeting of eastern jobbing representatives will be held. Mr. Samuel Opler, general sales manager, will preside at the meeting.

Members of the trade are cordially invited to attend.

Confectioners' Jobbing Survey

THE Confectioners' Jobbing Survey Committee, under the direction of Mr. C. M. McMillan, advises that only a small amount of money is now needed in order to proceed with the survey which is to be undertaken by the United States Department of Commerce.

It is hoped that final pledges for this amount will be forthcoming immediately in order that the committee may notify the Department of Commerce to go ahead with their plans to start the survey early in January.

Any contributions or pledges to the Jobbers Survey fund should be sent to Mr. C. M. McMillan, secretary of the Southern Wholesale Confectioners Association, 223 Courtland street, Atlanta, Ga.

HIGH GLOSS UNIFORM COLOR TRUER FLAVOR



and a stabilized—more easily worked chocolate

Yelkin stabilizes chocolate immediately — VISCOSITY CONTROL.

It enables you to run chocolate at lower enrobing temperatures—QUALITY CONTROL.

With Yelkin you use less cocoa butter—FLAVOR CONTROL.

The same coating for thin or heavy enrobing—one item of COST CONTROL.

And other distinct technical advantages—described in our literature—write for it today.

YELKIN

THE STANDARDIZED LECITHIN

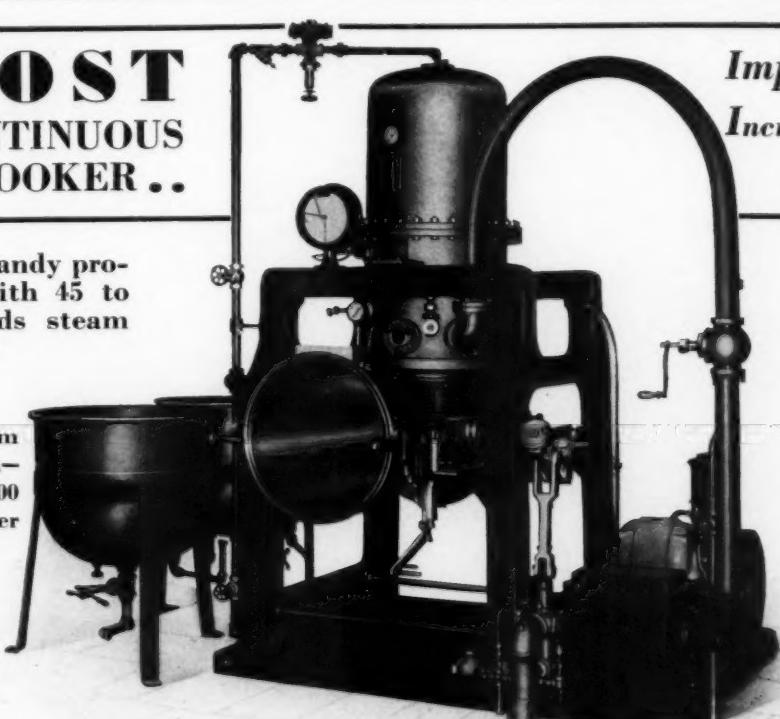
ROSS & ROWE, Inc.

Sole Distributors of YELKIN
80 Broad Street New York City

ROST CONTINUOUS .. COOKER ..

Finest Candy produced with 45 to 85 pounds steam pressure

Maximum production—
1000 to 1200 pounds per hour



*Improves Quality
Increases Production
Lowers Costs!*

Drier and whiter candy...Keeps lustre longer...Has more satiny texture and finish

MODERATELY PRICED

*Sold on Trial
to prove it-
self before
you pay*

THE V. O. HERMANN CORPORATION, 15 PARK ROW, NEW YORK CITY

True Economy in Lemon Flavor

True economy in flavoring oils is not dependent on the price you pay. Exchange Cold Pressed Oil of Lemon combines high flavoring value with low cost. It is uniformly dependable. Try it now in your products for TRUE ECONOMY IN LEMON FLAVOR.



OIL OF LEMON

(California)



Sold to the American Market exclusively through:
FRITZSCHE BROTHERS, INC. DODGE & OLCOTT CO.
 78-84 Beekman Street, 180 Varick Street,
 New York City New York City

Products Department
CALIFORNIA FRUIT GROWERS EXCHANGE
 Ontario, California

PRODUCING PLANT:
 Exchange Lemon Products Co.,
 Corona, California

And don't forget the health-value of CERLOSE

A LARGE proportion of candy-manufacturers make it a point to emphasize the wholesomeness and food-value of their products.

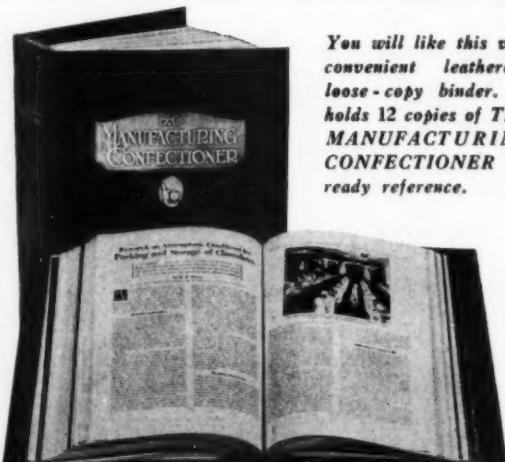
- On that score bear in mind that dextrose, which you get in commercial form in Cerlose, is the most easily assimilable of all sugars... because it is the natural fuel of the human system.
- Candies made altogether or in part with dextrose are actually better from the dietary point of view... Your own physician will bear out this statement.
- So, though you buy Cerlose primarily for technical manufacturing advantages, don't forget that its use in your candies makes them all the more wholesome and healthful for your customers.

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IN ALL THE REALM OF
EASTER CANDYDOM
FONDAX STILL
REMAINS THE TRIED-
AND-TRUE STAND-BY
ITS USE INSURES
FINER, FLUFFIER, MORE
DELICIOUS EGGS,
WHITER CREAM
CENTERS  SUPER
QUALITY AND SAV-
INGS IN PRODUC-
TION COSTS WHICH
INCREASE PROFITS.



*Write, or use the Coupon in Requesting
Easter-Egg Formulas. Simply Address:*

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Branches: Brooklyn, N. Y., Anaheim, Calif.

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Please mail FONDAX Easter-Egg Formulas, addressed to me personally.

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Firm _____

Address _____

City _____

State _____



Mr. Chocolate Buyer says:
“I have yet to find the equal
of these new HOOTON
Milk Chocolate Coatings”

Of the many reasons why you should use Hooton's new Creamy Milk Chocolate Coatings perhaps none is more important than *flavor*. These coatings afford a *full* milk flavor that does not fade. In addition, they do not have the sharp after-taste common to so many milk coatings.

Doesn't curiosity alone, urge you to sample these new coatings?

Hooton
CHOCOLATE CO.
NEWARK, NEW JERSEY.

525 WEST ROOSEVELT ROAD, CHICAGO, ILL.

What's Going On

inside your creams
after they are Coated

It Pays to Know

Don't gamble with the eating quality of your creams and fall short of consumer acceptance—that immeasurable force that governs your future sales.

CONVERTIT

Purified invertase of standardized activity

You are *not* experimenting—trying something new—when you use CONVERTIT. It is the pioneer invertase—functioning in many candy plants with accurate results.

CONVERTIT makes and keeps centers at any desired degree of texture. You know what is going on under the coating. Don't gamble with the quality of your candies—USE CONVERTIT AND KNOW—Write us for practical suggestions.

THE NULOMOLINE COMPANY

Sole distributors of CONVERTIT

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Certificate of ANALYSIS with each Delivery

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2240 Forest St.
CHICAGO BRANCH: — 160 East Illinois Street

Baltimore, Md.—C. E. Riddle, Emerson Tower Bldg.
Boston, Mass.—H. A. Johnson Co., 221 State St.
Kansas City, Mo.—Meyer-Blanke Co., 410 Main St.
St. Louis, Mo.—Meyer-Blanke Co., 410 Valentine St.
Springfield, Mo.—Meyer-Blanke Co., 432 E. Commercial St.
St. Paul, Minn.—O'Brien & Co., 2694 University Ave.

Omaha, Neb.—John O. Knutson Co., 403 Merch. Nat. Bank Bldg.
Buffalo, N. Y.—Henry & Henry, Inc., 304 Michigan Ave.
Oklahoma City, Okla.—Meyer-Blanke Co., 301 E. First St.
Dallas, Tex.—Meyer-Blanke Co., 316 N. Preston St.
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Purity - Uniformity
Quick Solubility
—guaranteed

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GUM TRAGACANTH VANILLA BEANS GUM ARABIC

THURSTON & BRAIDICH
55 VANDAM STREET
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"BETTER BOTTOMS"**BURMAK PRODUCTS****BURMAK Double Texture Black***Glazed Enrobed Belts Should Be Your Choice*

1. Smoother
2. Stronger
3. Cleaner
4. Odorless
5. Tasteless
6. Longer Lived
7. More Flexible
8. Economical
9. All widths to 66 inches

BURMAK Black Double Texture Belts cost no more than the average single texture belt. Try one! BURMAK White Glazed, both Single and Double Texture, in stock for Immediate Delivery.

BURRELL BELTING CO. - Chicago, Illinois

"Acme" Starch Trays

When ready for more Starch Trays, call or write us for prices.

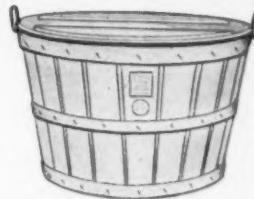
All trays made from kiln dried basswood and surfaced to a smooth finish.

Quality and service at minimum price

Rathborne, Hair & Ridgway Co.
2138 South Loomis St. Chicago, Ill.

BASKETS or TUBS**for Candy**

*Ideal
for Shipping
and
Displaying*



EVANSVILLE BASKET & CRATE CO.
Evansville, Indiana

CLINTON

CORN SYRUP CORN STARCHES CORN SUGAR Refined

CONFECTIONERS' MODIFIED STARCH PART III

CLINTEX Modified Starch has been in continuous use by some of the largest producers of Gum Work ever since its first appearance some eight years ago.

It is made under the most exacting control and is constant in fluidity and working properties from batch to batch, or shipment to shipment. There is no uncertainty as to how different lots will work, and the resulting Gum Work will, if properly cooked, be very tender and will have long shelf life.

Write for further information regarding CLINTEX Modified Starch for QUALITY GUM WORK.

Manufactured By

CLINTON CORN SYRUP REFINING COMPANY
CLINTON, IOWA

EVERY CANDY MANUFACTURER

NEEDS THIS RESOURCEFUL PULLING MACHINE. Pulls candy, chewing gum, etc.—Sticks, Chips, Carameis, and all Soft-boiled goods.

TWIN PULLER

Runs at different speeds. Pulls 2 separate batches at once. Two different flavors or colors can be pulled at the same time. Electric drive, variable speed control, all parts interchangeable.

Send for circular describing this and other sizes. May be leased or purchased.

H. L. HILDRETH CO.
549-559 Albany St., Boston, Mass., U. S. A.

TABER *Confectionery* PUMPS

CORN SYRUP • FONDANT • SYRUPS • CHOCOLATE

TABER PUMPS are made to suit your own needs, and have been doing good work since 1859

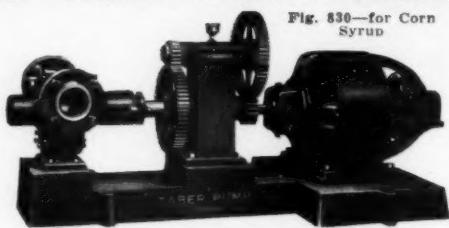


Fig. 830—for Corn Syrup

WRITE FOR COMPLETE BULLETIN NO. C-628

TABER PUMP Co. 289 Elm Street Buffalo, N. Y.

The St. Charles

AN ENTIRE BLOCK ON THE BOARDWALK

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A Smart Hotel in America's Smartest Resort

ATLANTIC CITY is more than "summer resort." It is a health resort, to be visited any season with lasting benefit. Ocean air and sunshine "on tap" always. Only hotel on boardwalk with oil heat in the St. Charles. Christmas and New Year reservations now.

**IDEAL CONVENTION FACILITIES
ATTRACTIVE RATES**

IDEAL WRAPPING MACHINES

For the past quarter of a century IDEAL Wrapping Machines have been serving the candy manufacturing, both large and small, faithfully, efficiently and economically.

Either the Senior Model or the Special Model, which wrap 160 and 240 pieces per minute respectively, will more than fill ordinary requirements. Our machines carry an unqualified guarantee as to mechanical perfection and this is your assurance of absolute dependability of operation.

We will gladly show you how either one of these machines can pay for itself within a year.

A request for further details will obligate you in no way.

IDEAL WRAPPING MACHINE CO.
Established 1906
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UNIFORMLY
GOOD CANDY
if you flavor with one of the
BURNETT VANILLAS

Three strengths: FORT, MONOGRAM, DREADNAUGHT

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MANUFACTURING CONFECTIONER

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RACINE STARCH BUCK AND trays, cream beater, caramel sizer and cutter, nougat cutter, four marble slabs, two water-cooled steel slabs, drop machine and rollers, four National Equipment Co.'s chocolate mixers, Savage stirring machine including two gas furnaces with electric motors and blower, open-fire copper kettles, etc. Address Winkler Candy Co., Duluth, Minn.

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FOR SALE—ENROBER, CHOCOLATE melting kettles, nut chopper, Racine depositors, Savage M. M. beater, Werner crystal cooker, Mills reversible caramel sizer, clear toy molds, Smith scales, starch boards and other equipment. Nevin Candy Co., Box 5126, Terminal Station, Denver, Colo.

MACHINERY FOR SALE.

MACHINERY FOR SALE: A MILLS Nut Blancher with direct current in very good condition, only slightly used. Address: X-6595, care of The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

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FOR SALE—TWO 24" ENROBERS with bottomers and cooler and packers. Low price to move quickly. Address: T-6570, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

FOR SALE—CHEAP—TWO 16-IN. EN-robers with automatic feeders, bottomers and strokers. Will sell with or without attachments. Address C-3308, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

FOR SALE—RACINE IMPROVED AU-tomatic sucker machine, latest type, dumbbell, and two for five cent and one cent round rollers. Address D-4320, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

MACHINERY WANTED

WANTED—100 GALLON COPPER steam jacketed kettle, 3 inch drawoff, single motion stirring paddle, belt or motor drive. State best price for cash. Address: D-6636, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

**MACHINERY WANTED**

WANTED—A USED KISS MACHINE (hand power) for experimental purposes. Wanted a used Cut Rock Machine (hand power or motor drive). Address: Green's Candy Shop, 705 Hannibal street, Fulton, New York.

WANTED—HOBART MACHINE Model F-30. Good condition. Address B-6622, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED — A SIXTEEN-INCH EN- rober. Cheap. No Dealers. Give full particulars and terms. Address B-6626, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—A TWO OR THREE-FOOT beater, fire mixer, small chocolate melter and tilting steam kettle. Address A-6616, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

POSITIONS WANTED

THOROUGHLY EXPERIENCED AND capable candy maker, proficient in all branches of candy making for the better retail trade, desires change Jan. 1st or later. To the high class manufacturing retail confectioner making full line of fine candies, ice creams, sherbets, fountain syrups and sundries. Will state that I can take full charge of your manufacturing department and conduct same in a highly satisfactory and efficient manner. American, married strictly sober, 40 years of age. Address E-6639, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Illinois.

POSITION WANTED

SOMEWHERE THERE EXISTS THE need for a trained man with ability to handle purchasing, sales, production, product and process improvement and research, scientifically. If you need a Chemist - Technologist specializing in Foods and Allied Products, I am your man. Address: D-6634, % The Manufacturing Confectioner Publishing Co., 1143 Merchandise Mart, Chicago, Illinois.

SUPERINTENDENT — PRACTICAL all around candy maker, 20 years as superintendent. Quality goods at lowest costs on production basis. At present employed, but desire a change. Will go anywhere, but prefer midwest or Pacific Coast. Address C-6633, care The Manufacturing Confectioner Publishing Co., 1143 Merchandise Mart, Chicago, Ill.

SITUATION WANTED—I HAVE over 25 years' experience in the candy business. Have held positions such as cost clerk and auditor, assistant superintendent and superintendent. Twenty years with one of the largest manufacturers in the United States. Three years with another large company in the east. Making all kinds of cream work, marshmallows, fudges, nougats, jellies, caramels, gum work and jujubes, hard candies, chocolates and pan work. Can originate new pieces, handle quality and quantity production, also help. Have knowledge of all types of machinery, including starch driers. Best references, salary moderate. Address 6632, c/o The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—A POSITION EITHER AS superintendent or assistant. I have worked in all types of large candy factories. Have been superintendent, managed and trained help. I am particularly experienced in hard candy and cream work. My experience covers a period of 25 years. I know costs. I am interested in a position in either a large or small plant. Address B-6625, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

POSITION WANTED

COCOA & CHOCOLATE SUPERIN-tendent desires change, looking for a concern that will be interested in new processes and ideas of manufacturing. Thoroughly understand the coating and liquor trade, all types of moulding and machines, especially milk chocolate. Was responsible for an output of over 300 tons per week. Amorphous sugar refining A to Z. Good knowledge of center work. Highest references. International experience. Further particulars address B-6623, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

SITUATION WANTED — SUPERIN-tendent, 25 years' experience, believes in quality, good production records, accurate on costs. Best of references from present employers. Address C. A. Nicol, 4067 Mal-lison Avenue, Fort Worth, Texas.

SITUATION WANTED—BY AN ALL around candy woman with many years' experience with a large manufacturer. Had full charge of dipping and packing chocolates. I am capable of working out new ideas in both dipping and packing. Will accept position anywhere. Address A-6613, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

POSITION WANTED—BY A-1 EN- rober operator; 37 years of age, 22 years' experience, American. Can handle help, a steady worker, one who can give quality and production. Moderate salary. Address: A-6614, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Illinois.

AM DESIROUS OF GETTING IN touch with a manufacturer who is interested in a new merchandising idea, something that has never been tried on a five cent bar. Through my ten years of merchandising experience this idea has proven both profitable and sound in making the article outstanding. Address A-6620, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

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POSITION WANTED BY A THOROUGH Chocolate and Cocoa man in the service or sales department of a manufacturer supplying the trade. Address: X-6594, care of The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

FINE ALL-AROUND RETAIL CANDY- maker, American, under 40, strictly sober, thoroughly experienced on full line highest quality retail candies; also ice creams, ices, sherbets, fountain syrups and supplies. Can also figure costs, buy materials, handle help. Go anywhere. Available at once to well rated firm. Address V-6581, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

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FIRST-CLASS CHOCOLATE MAKER also familiar with cream, nougat, caramel work, etc. Experienced mostly in retail plants. Address W-6587, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

WANTED—POSITION AS WORKING foreman, assistant superintendent or superintendent. I am a practical factory man having filled the above positions for the past eighteen years in several large plants. My references are of the best. Age 34 years. American and married. At present employed. Address Y-6601, c/o The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

POSITION WANTED—SUPERINTENDENT any sized plant; take charge of manufacturing, handle help, figure costs. Can originate new goods. Give you quality and quantity production by modern methods. Address: U-6572, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

HELP WANTED

WANTED—EXPERIENCED ALL around candy maker for gum arabic goods and jellies. Address: D-6635, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—EXPERIENCED CARAMEL man in Midwestern plant. Give names, all places worked last fifteen years and age. Address D-6638, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Ill.

EXPERIENCED, PRACTICAL CANDY maker for sales-demonstrator work calling on manufacturing confectioners. Require good appearance, sales ability and thorough knowledge of manufacturing all kinds of confectionery. State age, experience and give references. Address C-6629, c/o The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—FOREMAN FOR CREAM Department Factory making high grade package goods. Should have knowledge of gum and marshmallow work. Permanent position South. Give references and experience in detail. Address: C-6630, c/o The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—EXPERIENCED ENROBER man capable of directing all work on enrober. Factory making principally high grade package goods. Outline experience, references. Permanent position. Address: C-6631, c/o The Manufacturing Confectioner Publishing Co., 1143 Merchandise Mart, Chicago, Illinois.

WANTED—A MAN WHO UNDERSTANDS the making of cream centers for a Mid West territory. Send full particulars as to experience, age, etc. Address A-6621, % The Manufacturing Confectioner Publishing Company, 1143 Merchandise Mart, Chicago, Illinois.

WANTED—A REAL EFFICIENT CANDY maker. Address: B-6628, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

SALESMEN WANTED

SALESMAN WANTED BY A LARGE general line candy and specialty house for middle west territory. Address E-6640, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Ill.

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FOR SALE OR LEASE—SOUTHERN candy factory, capacity 20,000 pounds a day. Ideally located. Thirty years' successful operation. Four-story and basement building 60x60'; side yard 26x65'. A good investment for someone. Owner desires to retire and will sell at sacrifice. Address: Z-6610, % The Manufacturing Confectioner Pub. Co., 1143 Merchandise Mart, Chicago, Illinois.

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1143 The Merchandise Mart Chicago, Illinois

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AMAZING BARGAINS

We offer for sale at sacrifice prices, for quick sale and removal all the machinery and equipment formerly used by the Walter M. Lowney factory of Candy Brands, Inc., at 457 Commercial Street, Boston, Mass. Write or wire us collect for prices and information.

CHOCOLATE DEPARTMENT

- 1—24" National Equipment Enrober Anti-Tailer, Automatic Feeder, Bottoming Attachment, Bentz Delivery and Cooling System.
- 6—National Equipment Enrobers, 16", all with Anti-Tailers. Bottoming Attachments, Automatic Feeders, and Bentz Cooling Tunnels.
- 1—National Equipment 16" Decorator, late style, chain drag system, with 12 chains.
- 1—LeRoy Decorator, fancy bag type, for Enrober.
- 1—Eclipse Model G Decorator for coatings or icings, for Eurober.
- 1—Bentz Chillblast, complete.
- 3—2000 lb. capacity, National Chocolate Melters.
- 12—1000 lb. capacity National Chocolate Kettles.
- 8—500 lb. capacity National Chocolate Kettles.
- 4—300 lb. capacity National Chocolate Kettles.
- 1—Walters Basket Machine.
- 10—4 Pot and 6 Pot Chocolate Dipping Tables.
- 1—Forgrove Foil Wrapping Machine, with motor.
- 10—Smith Scales.
- 1—Package Machinery Bar Wrapper.
- 1—Package Model F-2 Box Wrapper.
- 8—Motor Driven Conveyors for packaging goods.

CARAMEL AND NOUGAT MACHINERY

- 3—50 gal. National Equipment, double action, Mixing, three speed, tilting, jacketed kettles.
- 2—50 gal. National Equipment, single action, Mixing, three speed, tilting, jacketed kettles.
- 1—Caramel Cutter and Wrapper.
- 3—White Caramel Cutters.
- 1—Racine Reversible Caramel Sizer.
- 2—Mills Reversible Sizing Machines.
- 1—National Equipment Automatic Nougat Cutter.
- 4—Mills Nougat Cutters.

MARSHMALLOW MACHINERY

- 2—Werner, double action, Marshmallow Beaters.
- 1—Savage 80 gal. Marshmallow Beater.
- 1—Springfield 50 gal. Marshmallow Beater.
- 1—Hobart 3 speed Marshmallow whip, 80 qt. capacity.
- 1—Gabriel Two Way Marshmallow Cutter.

MOULDING MACHINERY

- 5—National Equipment Mogul Machines.
- 12—Wood Mogul Pumps.
- 1—Complete Carrier Portable Hot Room.
- 8000—Standard Starch Trays with starch, size 14½" x 32", outside measurements.
- 50—Plaster and Aluminum Mould Boards.
- 2—Friend Handroll Machines.
- 2—Springfield No. 2 Depositors.
- 1—Racine Depositor.
- 1—Springfield Simplex Starch Buck.
- 2—Hand Printers.
- 2—Colseth Starch Board Trucks.
- 2—Gyrator Sifters.

CREAM DEPARTMENT

- 10—Werner Syrup Coolers, 600 lb. capacity, with Werner, two cylinder, Snowflake Cream Beater. Also Barbour Stockwell Tilting type, double arm, Cream Beater, including Pumps, etc.
- 2—National Equipment 600 lb. Syrup Coolers, with Jacolucci Cream Beater.
- 2—5 ft. Ball Cream Beaters.
- 1—5 ft. Dayton Cream Beater.
- 3—60 gal. Baum, high speed, Cream Breakers.
- 2—50 gal. Springfield E. B. Cream Remelters.
- 30—Cream Trucks.

HARD CANDY MACHINERY

- (Also at PARK & TILFORD factory)
- 1—Simplex Steam Vacuum Cooker.
 - 1—800 lb. Buckhard Vacuum with kettle and pump.
 - 2—Racine Die Pop Machines, motor driven.
 - 1—Racine Duplex Automatic Sucker Machine, with conveyor and blower, motor driven, latest style.
 - 1—Hildreth size 6, double arm, Pulling Machine, motor driven.
 - 1—Hohberger Continuous Cutter, with chains.
 - 1—Racine Continuous Cutter.
 - 2—Werner Ball Machines.
 - 5—York Batch Rollers, electrically heated, motor driven.
 - 10—Water-Cooled Tables, 3' x 6' and 3' x 8'.
 - 1—Kiss Machine.
 - 3—Mills Drop machines with Rollers.
 - 15—Burkhard 38" Revolving Pans, with and without coils.
 - 10—Syrup Kettles, 10 to 25 gal. capacity.
 - 1—300 gal. Steam Jacketed Crystallizing Tank.
 - 9—Crystallizing Tanks with screens, pans and baskets.
 - 1—Tilting Crystal Frame.

COATING AND COCOA EQUIPMENT

(Recently secured from Park & Tilford & Keystone Chocolate Company plants.)

- 1—Bausman battery combination of four disc machines with two 500 lb. kettles.
- 2—National close coupled, 4 pot Conges, 4000 lb. capacity each.
- 2—Lehmann 12 pot Cocoa Butter Presses, Automatic filling and cake ejecting, late construction for dryest pressing.
- 1—Lehmann completely automatic Cocoa Powder Outfit, with Breaker, Pulverizer, Cooler and Gayco Wind Sifter.
- 2—National 5 Roll Refiners.
- 3—National and Lehmann 3 Roll Refiners.
- 5—2000 lb. capacity, National Chocolate Melters.
- 10—1000 lb. capacity, National Chocolate Melters.
- 6—500 lb. capacity, National Chocolate Melters.
- 1—W. & P. 100 gal. Mixing and Kneading Machine.
- 2—National Equipment Paste Moulding Machines with National Shaking Tables.
- 1—Racine Chocolate Depositor with long metal belt and cooling conveyor.
- 3—Long Chocolate Cooling Conveyors.
- 1—National Complete Cocoa Powder Outfit.
- 1—National, Four Roll Cocoa Cake Breaker.
- 1—Schutz O'Neil Sugar Pulverizer.
- 4—National Equipment Longitudinal Conges, 1600 lb. capacity.
- 4—38" National Triple Mills.
- 2—Bausman Liquor Process Machines.
- 2—Bausman Coating Process Machines.
- 3—Springfield Chasers.
- 1—Springfield Melangeur, 6 ft.
- 1—Burns Cocoa Bean Cleaning Machine, complete.
- 2—National Crackers and Fanners, seven compartments.
- 1—Lehmann Dust Cleaner.
- 1—Portable Chocolate Truck with motor driven pump.
- Chocolate Pans and Molds.
- Chocolate Pumps, all sizes.
- 6—Five and Ten Cent Ferguson and Haas Chocolate Bar Wrappers.

UNION CONFECTIONERY MACHINERY CO.

Cable Address: Confecmach

318-322 Lafayette St., NEW YORK

**Season's Greetings
and Wishes for a
Prosperous and Happy
New Year**



**Anheuser-Busch, Inc.
ST. LOUIS, U.S.A.**

**Anheuser-Busch Brand
Confectioner's Corn Syrup**

